MARCH 7, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radi [illegible] vision

TELECASTI

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A Little Thing to look for...
A Big Thing to find!

A line of copy in your Standard Rate? Sure! But to alert time-buyers it's a mighty handy guidepost to the best radio buy in any of the seven markets where Fort Industry Stations are located. Why? Because each Fort Industry Station is part of a team—tapping the pooled radio experience of all other Fort Industry Stations—benefiting from the eyes-open, aggressive programming policies of Fort Industry.

TOLEDO, OHIO
WSPD—5000 W AM—FM—TV
WHEELING, W. VA.
WWVA—50,000 W AM—FM
FAIRMONT, W. VA.
WMMN—5000 W AM
LIMA, OHIO
WLOK—250 W AM—FM
ATLANTA, GA.
WAGA—5000 W AM—FM—TV
MIAMI, FLA.
WGBS—50,000 W AM—FM
DETROIT, MICH.
WJBK—250 W AM—FM—TV

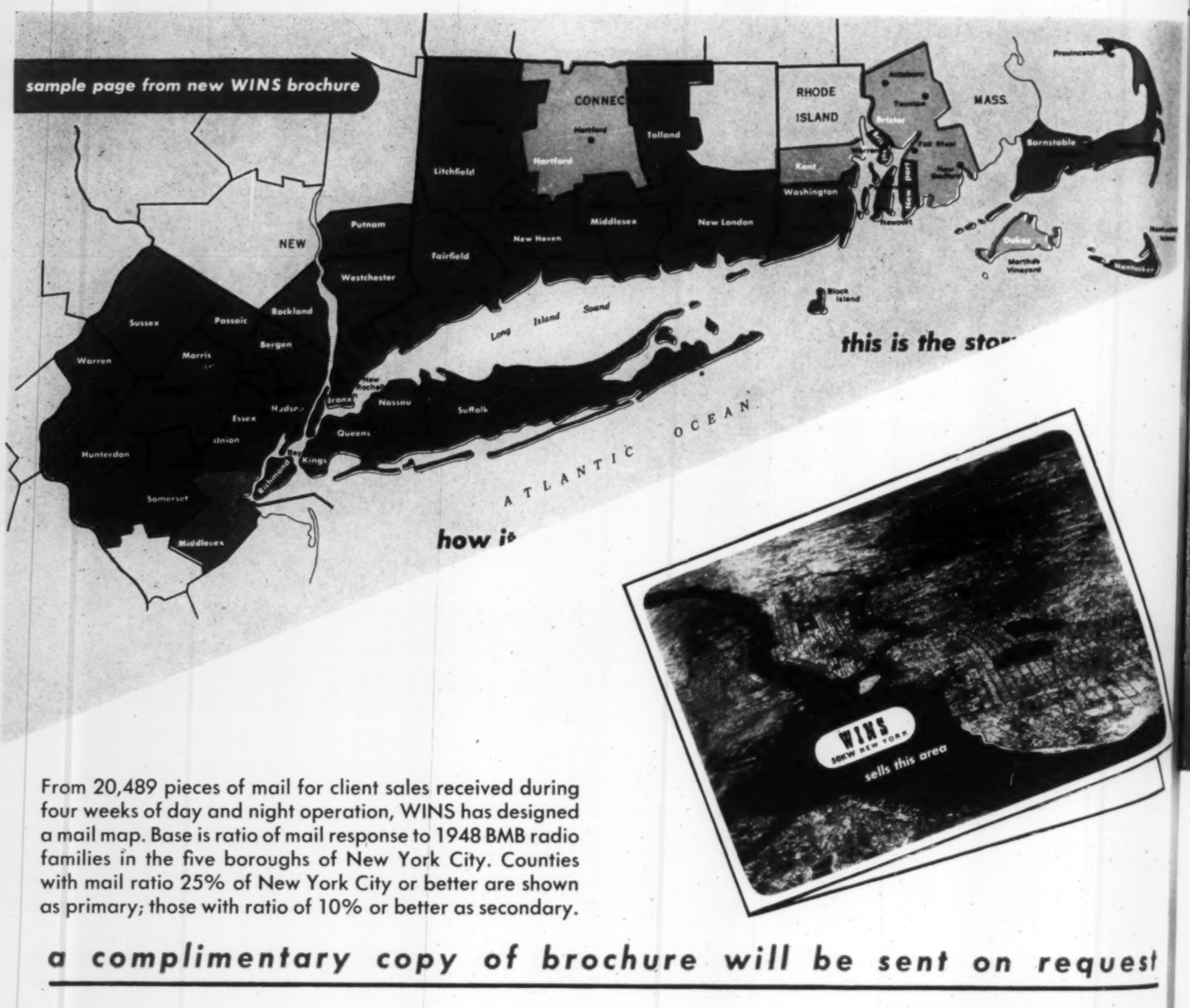
A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

IN THIS ISSUE: SAN FRANCISCO MARKET STORY • COMPARATIVE NETWORK SCHEDULE

WINS sells merchandise

in the world's richest market


sample page from new WINS brochure
CONNEC
RHODE ISLAND
MASS.
Provincetown
Attleboro
Taunton
Bristol
Fall River
New Bedford
Barnstable
Hartford
Tolland
Litchfield
Kent
Washington
Warren
Newport
Putnam
Middlesex
New London
New Haven
Fairfield
Westchester
NEW
Dukes
Martha's Vineyard
Nantucket
Block Island
Rockland
Sussex
Passaic
Bergen
Warren
Morris
Long Island Sound
New Rochelle
Bronx
Nassau
Suffolk
Hudson
Essex
Union
Queens
Kings
Richmond
Hunterdon
Somerset
Middlesex
ATLANTIC OCEAN
this is the stor
how is
WINS 50KW NEW YORK
sells this area

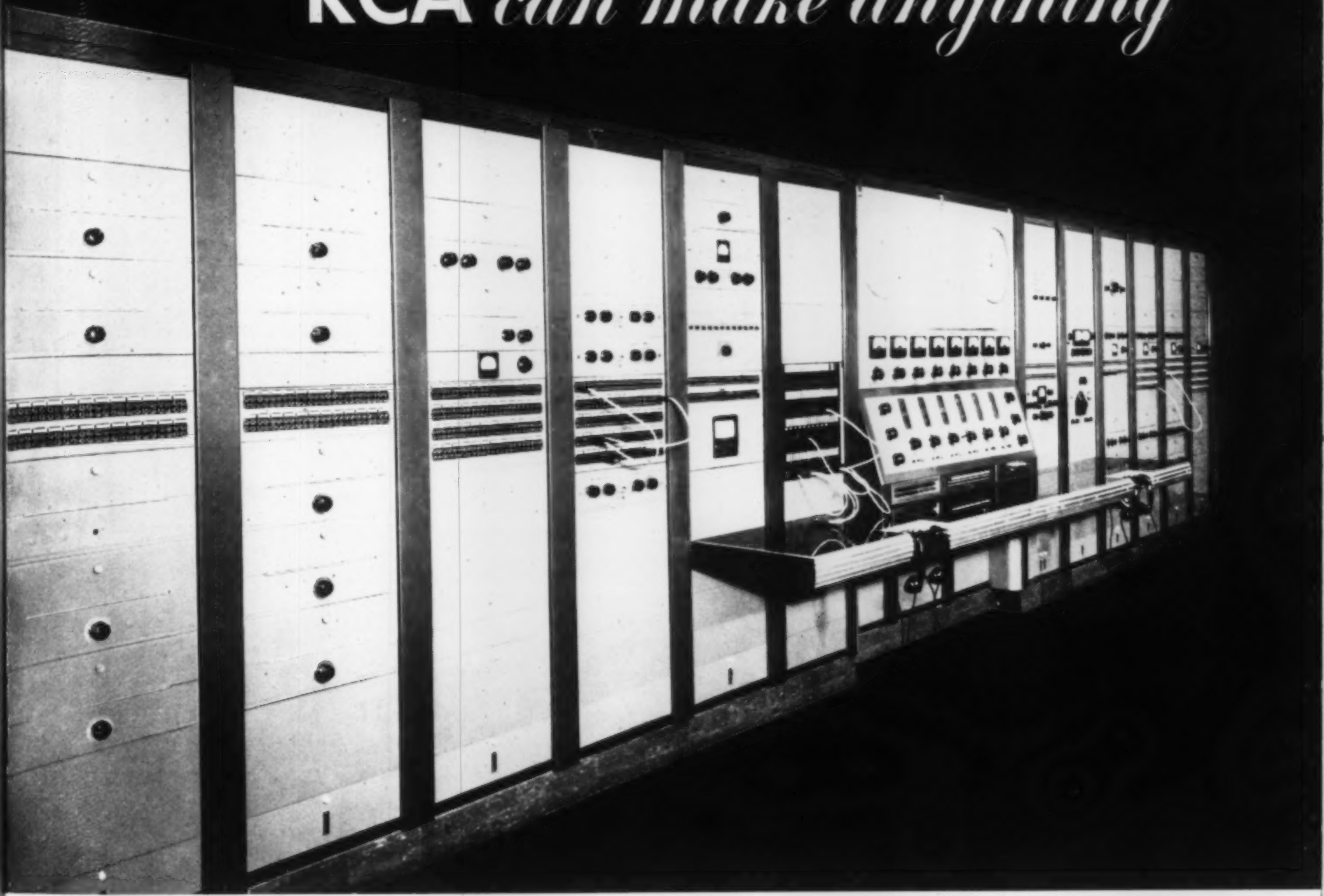
From 20,489 pieces of mail for client sales received during four weeks of day and night operation, WINS has designed a mail map. Base is ratio of mail response to 1948 BMB radio families in the five boroughs of New York City. Counties with mail ratio 25% of New York City or better are shown as primary; those with ratio of 10% or better as secondary.

a complimentary copy of brochure will be sent on request

WINS
50KW NEW YORK

28 WEST 44th STREET • NEW YORK 18

In fine custom-built studio control systems... RCA *can make anything*

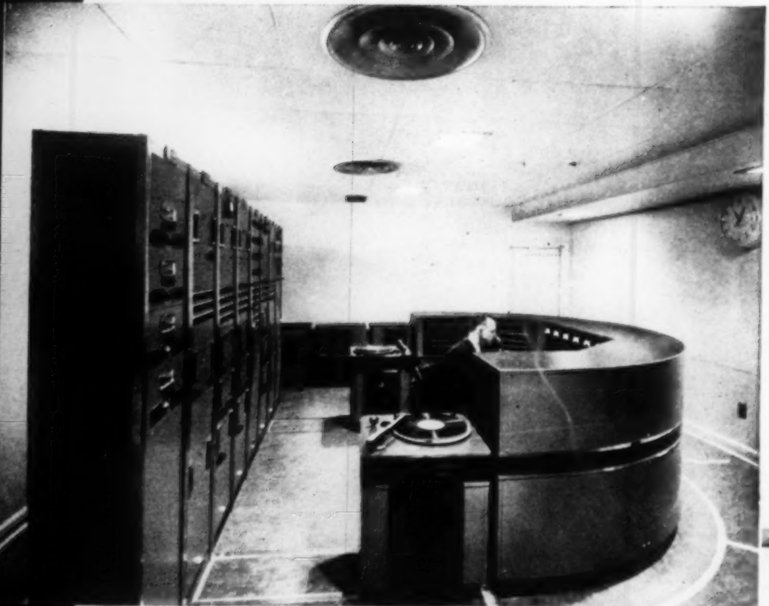


WMGM, New York. This master control console, including 12 de luxe audio equipment racks, is just one item of WMGM's *modern million dollar 6 studio layout*, custom-built by RCA. Designed for AM, FM and TV operation, this console handles 10 studio inputs and feeds 6 channels simultaneously, or individually by a preset relay system.

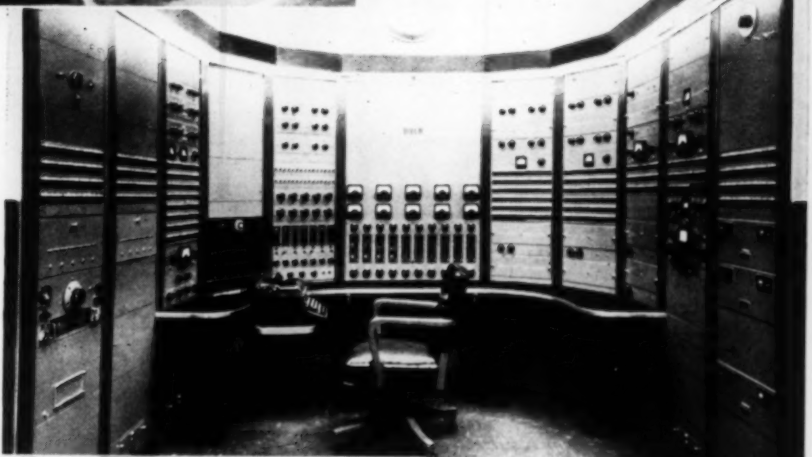
In addition to the comprehensive line of standard studio-control equipment so familiar to the industry, RCA specializes in designing and building studio-control installations to meet the individual needs of stations and networks. Speech-input systems of this type are tailor-made . . . with just the right facilities for handling all studio-control operations required by the individual station.

A few of these custom-built installations are pictured on these pages. They range from special equipment for medium-size stations to complete speech-input systems for the largest network installations. These systems have been worked out with the nation's leading station and network engineers. They incorporate every conceivable facility for controlling program operations and reproducing high-fidelity sound.

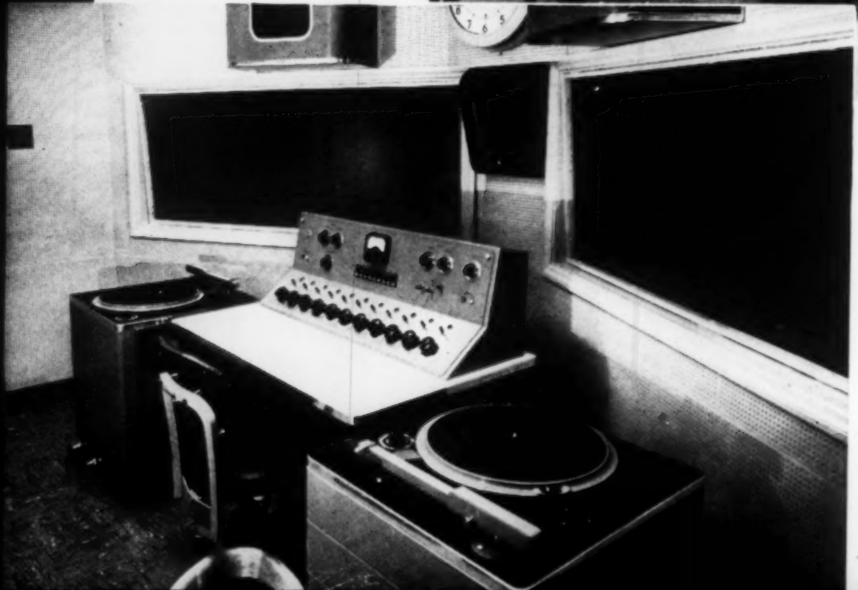
The finest custom-built st
control in
...are R



WFAA, Dallas. This control console—with its 8 de luxe audio equipment racks (in-line) behind the master desk—is one unit of *WFAA's up to date 5-studio setup*, custom-built by RCA. Complete flexibility for multiple programming—simultaneous or independent control of 10 inputs to 6 outgoing channels. Preset switching and complete ringdown facilities provided.



WNEW, New York. This master control console — in *WNEW's modern 7-studio lineup*—is custom-built by RCA. The console is flanked on each side by 5 de luxe audio equipment racks. It has complete facilities for control and preset switching of 7 studios to 10 outgoing lines... and for feeding cue from any channel to any studio.



WJPG-FM, Green Bay. One of the specially-built studio-control consoles in *WJPG-FM's 4-studio arrangement* — custom-built by RCA. Complete two-channel operation (AM and FM), simultaneous audition and broadcast from any combination of studios, remote lines, cueing and talkback are provided.

ll studio
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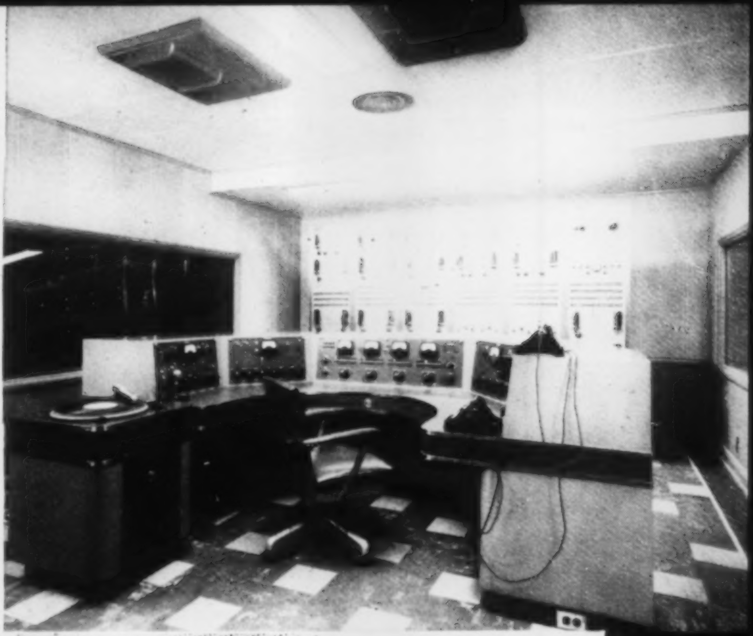
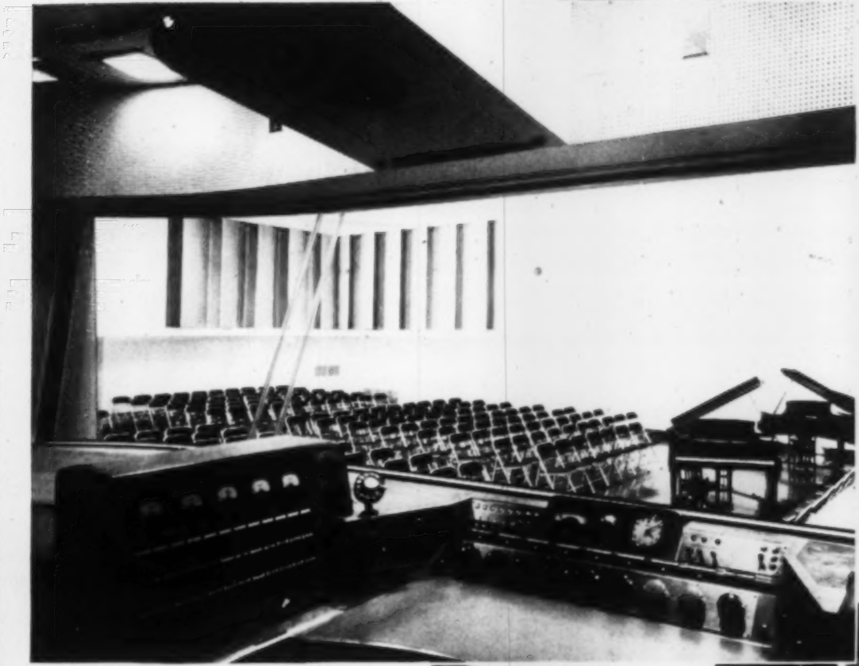
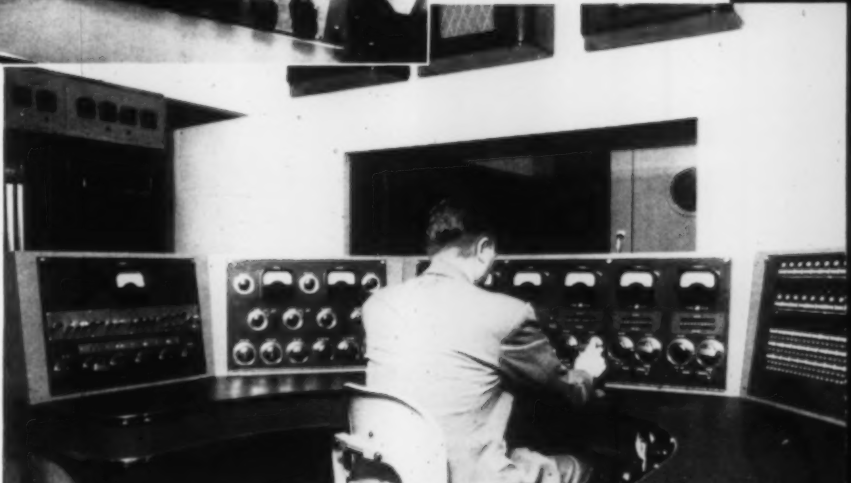
re RCA



WISH, Indianapolis. This master control desk with 6 de luxe audio equipment racks (in-line), visible at rear, is only a part of *WISH's 4 studio installation*—custom-built by RCA. It provides complete push-button control (independent or simultaneous) for 4 program channels. Five master desk panels, left to right: Studio "A" control, MCR-NET-REM control, master monitoring and switching, Studio "B" control, and Studio "C" control.

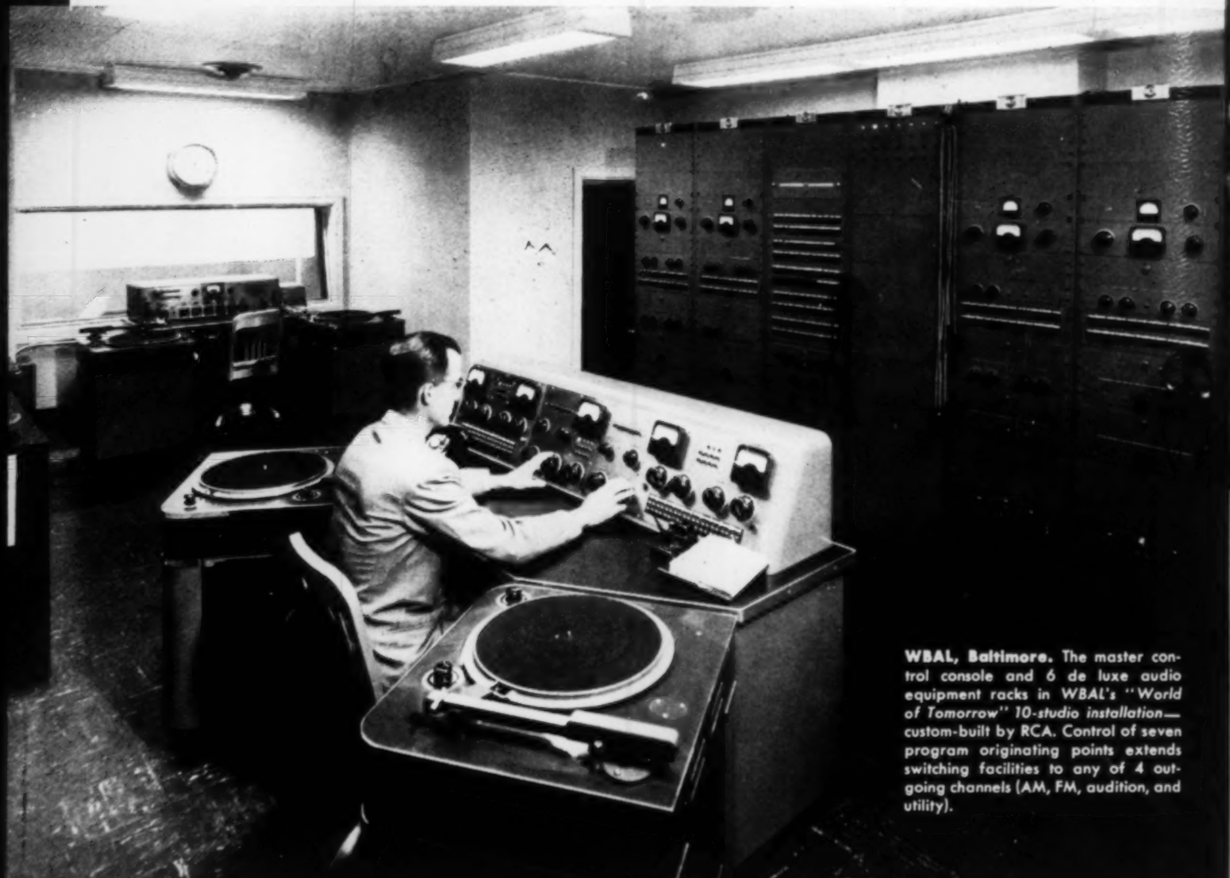


CBS, New York. Here is a specially designed auditorium-type studio control console complete with monitoring and program amplifier equipment. It represents one of several *such consoles used in CBS's expansive installation*, custom-built by RCA. Control of 8 input circuits (6 microphone circuits and two remote lines) is provided. Mechanical design affords unobstructed studio view.



KOMO, Seattle. This master control console—with 9 de luxe audio equipment racks (at rear, not visible)—is one unit of *KOMO's completely new and modern 7 studio system*, custom-built by RCA. It incorporates complete center panel switching for 10 studios and 6 outgoing channels (KOMO-AM, KOMO-FM, network plus 3 emergency).

RCA *"tailor-makes" speech-input control systems to meet every individual station's need*



WBAL, Baltimore. The master control console and 6 de luxe audio equipment racks in WBAL's *"World of Tomorrow" 10-studio installation*—custom-built by RCA. Control of seven program originating points extends switching facilities to any of 4 outgoing channels (AM, FM, audition, and utility).

RCA "Custom-Built" equipment service is available to every AM, FM and Television station—and on almost any working arrangement desired. For example, if you want a station studio survey and a detailed layout proposal, RCA Broadcast Engineers will be glad to do it. Or if your specifications are already down on paper, RCA will be glad to work from them.

Your RCA Broadcast Sales Engineer is at your service. Call him. Or write Department 407, RCA Engineering Products, Camden, New Jersey.

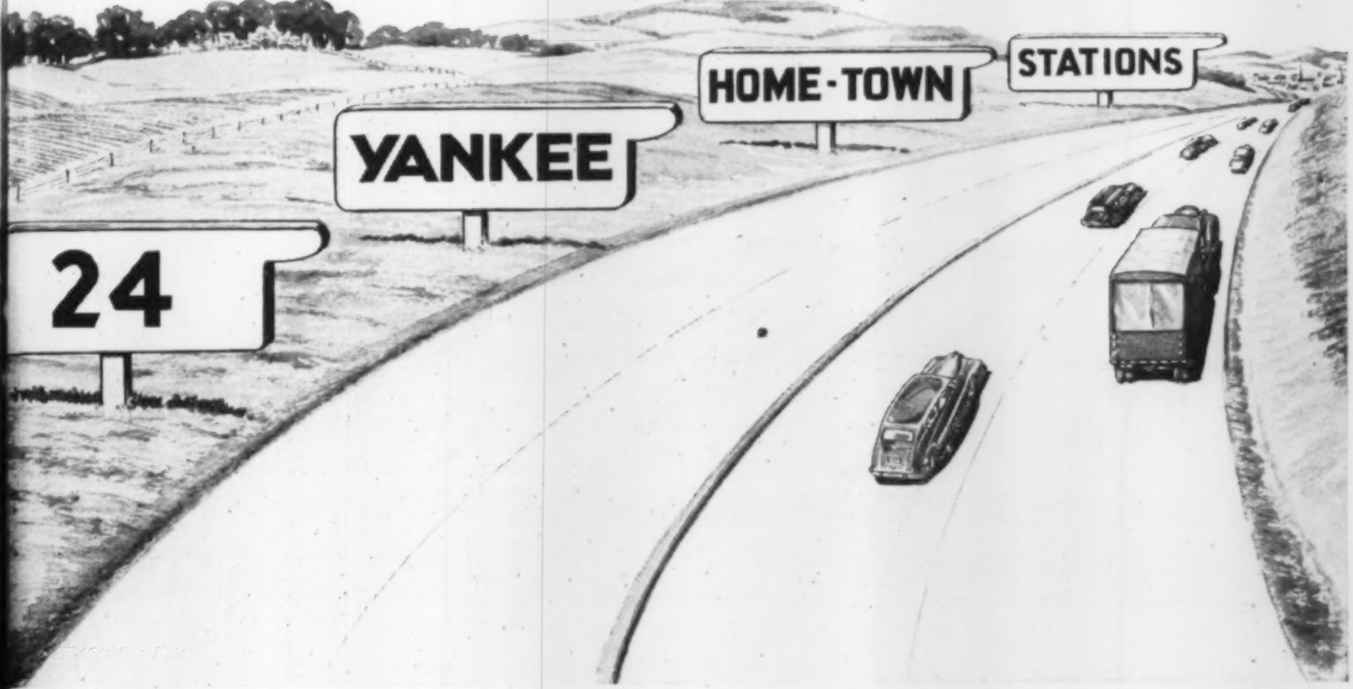
The One Equipment Source for Everything in BROADCASTING—is RCA

RCA

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

All over New England
Yankee *Stations*



POINT YOUR SELLING AT LOCAL MARKETS

For a friendly approach to your market there is nothing like taking advantage of home-town station acceptance.

Every Yankee home-town station carries local commercials. It sells for the very local merchants through whom you want to sell your products. It is an established part of community enterprise with a loyal local audience.

When you buy Yankee home-town stations you can always be sure of getting complete local coverage exactly where you want it. You don't have to be satisfied with skimpy, hit-or-miss impression.

Yankee home-town stations give you entree to any important New England market you can name. You can't miss anywhere. You hit each market directly and cover it completely — downtown, city zone and suburban shopping areas.

The impact of 24 Yankee home-town stations adds up to the most complete New England radio coverage you can buy in one package.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

hed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING *at deadline*

Closed Circuit

RUMBLES over Western Union surcharge for stations linked in baseball play-by-play service may erupt violently. Cost of games to sponsors increased sharply in case of hookups with difficulty being met in selling baseball program service.

WHAT'S FCC going to do about Bulova? That's question whispered around official Washington. Arde Bulova, watch manufacturer, owns majority of both WNEW and WOV New York but hasn't been able to jar loose approval of sale of WOV to comply with rule barring double ownership. FCC, largely under spur of Rep. Wigglesworth (R-Mass.) has been digging back into former Bulova station ownership in which control questions were involved. Choice: whether FCC will (1) transfer WOV and give WNEW regular license, (2) set whole business for skeleton-rattling hearing.

TENTATIVE name of organization of independently owned network affiliated stations sparked by Ed Craney, Montana broadcaster, is "Independent Broadcasters Protective League." Organization's main purpose is to combat high power and clear channels as well as Stratovision.

IN RE Protective League, C. Bruce McConnell, owner of WHOT South Bend, Indiana, has declined appointment to executive committee because he (1) cannot devote sufficient time to it; (2) he feels he's not well enough acquainted with objectives.

FCC had appropriation jitters most all of last week. Hearings on its 1950 fiscal year budget were tentatively scheduled early in week before House Independent Offices Appropriations subcommittee but were thrice postponed and take place today. Chairman Coy held "dress rehearsal" midweek with Commissioners and department heads present.

RESIGNATION of Phil Carlin as MBS vice president in charge of programs (page 24) may be first step in topside reorganization of network. It's doubted whether anything further will happen prior to MBS board meeting in Chicago next month during NAB convention sessions.

START of telecasting Eisenhower's *Crusade in Europe* postponed by ABC while prospective sponsors audition and ponder 26-week $390,000 series (time and line charges extra). Series was to begin early in March. Two auto companies, an oil and steel company among those who have viewed it already.

ALTHOUGH there's been no announcement, private showing of initial episodes of Eisenhower's films will be made for President Tru-

(Continued on page 90)

Upcoming

March 7-9: Chicago Television Council National TV Conference, Chicago.
March 7-9: Canadian Assn. of Broadcasters board, Chateau Frontenac, Quebec.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters convention, Drake Hotel, Chicago.

(Other Upcomings on page 66)

Bulletins

BON AMI Co., New York, through BBDO, plans national campaign on new cleaner for wax and silver, Glas Gloss, to start in April. Test campaign on West Coast started last November. Present Bon Ami shows will promote new product in Buffalo and Pittsburgh markets, with additional cities to be added as new market plans are completed.

NEW YORK GIANTS football team will not permit telecasts of games from Polo Grounds this fall, John V. Mara, president, told BROADCASTING Friday. He said telecasts hurt gate, before-game ticket sales nose-diving during bad weather, and even season-ticket holders stayed away to see games via TV. He conceded attractive sponsor deal could change plans.

'SYMMETRON' AMPLIFIER

DEVELOPMENT in radio frequency circuits, useful in black-and-white and color television and FM broadcasting, announced by Westinghouse Electric Corp., Baltimore, Md., last Thursday. Device is known as Symmetron amplifier. Applicable to UHF and VHF, technique was perfected to alleviate power amplification problem and may be applied to varied radio frequency power levels up to five times greater than those obtained with present commercial equipment in 50 mc-1,000 mc region. Westinghouse presently uses design in new FM 50 kw transmitter.

RICHARDS HEARING DEFERRED

INVESTIGATION of G. A. (Dick) Richards stations (KMPC Los Angeles, WGAR Cleveland, WJR Detroit) delayed Friday by FCC from March 16 to March 23 in Los Angeles to give Commission and other counsel more time to prepare cases. Hearing concerns charges Mr. Richards instructed staff members to slant news against certain minority groups [BROADCASTING, Nov. 15, 1948, Feb. 28].

WINE SPOT DRIVE

GENELES-LENGER WINE Corp., New York, through Edwin Parkin Adv., New York, plans intensive spot campaign for Passover wines. Radio plans now being made.

Business Briefly

FILMO CAMPAIGN ● Bell & Howell, Chicago, begins spot campaign today (March 7) on top U. S. stations for Filmo home movi equipment. Hollywood stars featured. Agency Henri, Hurst & McDonald, Chicago.

MILES LABS RENEWS ● Miles Labs (Alka Seltzer, One-a-Day), Elkhart, Ind., renews *News of the World* on NBC Mon.-Fri. 7:15 p.m. (EST). Agency, Wade Adv., Chicago.

NEW KATZ ACCOUNT ● The Katz Agency, New York, effective April 4, will represent WEBR Buffalo.

MILLER ON ABC ● Miller Brewing Co. (Miller's High Life Beer), Milwaukee, will sponsor Lawrence Welk's orchestra for 13 weeks over group of ABC Midwest stations. June premiere planned. Agency, Klau, Van Pietersom, Dunlap Assoc., Milwaukee.

SEEK NEW SHOW ● Philip Morris (cigarettes) seeking new show to replace Kate Smith on 231 MBS stations in 12-12:15 p.m. (EST) five-weekly spot. Advertiser dropping Kate Smith in mid-April. Agency, Cecil & Presbrey, New York.

BURNS-ALLEN DROPPED ● General Foods Corp., New York (Maxwell House Coffee), to end four-year George Burns-Gracie Allen series at close of current season, retaining Thursday night period on NBC. Benton & Bowles is agency.

A. ATWATER KENT

A. ATWATER KENT, 75, pioneer radio se manufacturer, died Friday at his home i Hollywood. Mr. Kent built vast manufacturing business in early days of broadcasting and held many electronic patents. He encouraged many young artists by means of audition series and used extensive network. During last NAB convention Mr. Kent, famed for lavish parties at his Bel-Air mountain-top estate, was hos at fiesta in honor of visiting broadcasters.

NAB-ASCAP COMMITTEES SEEK TV FORMULA

TELEVISION music committees of NAB and ASCAP meet every afternoon this week i effort to work out licensing plan for TV Robert P. Myers, NBC assistant general attorney and chairman of NAB committee, sa Friday.

NAB committee, in addition to Chairma Myers, comprises Harold Burke, WBAL-TV Baltimore; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM Rochester; Ch R. McCollough, WGAL-TV Lancaster, Pa. Donn Tatum, Don Lee Broadcasting System Julius Brauner, CBS; Mortimer Loewi, Du Mont Network; Joseph A. McDonald, ABC Theodore Streibert, WOR New York (ex offic as chairman of NAB Music Committee).

KRLD

HAS MORE LISTENERS IN DALLAS

THIS IS WHY
KRLD IS YOUR BEST BUY!

Mr. Hooper
Says
for December and January

KRLD RANKS FIRST
8 a.m. to 12 noon

KRLD RANKS FIRST
6 p.m. to 10:30 p.m.

KRLD RANKS FIRST
Saturday Daytime
8 a.m. to 6 p.m.

According
to
BMB

KRLD RANKS
10th
in Total Circulation
Among All
CBS Affiliates

50,000
WATTS
CBS

The Times Herald Stations

KRLD-KRLD-FM

DALLAS Studios FT. WORTH

LET A BRANHAM MAN TELL YOU MORE!

WIP
Produces!

Example
12

One Philadelphia advertising agency, Cox and Tanz, (lives right around the corner!) is currently placing *17* of its clients on WIP . . . sure enough means the agency knows that "WIP Produces"!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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*HE*mpstead 8181
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TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

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* Reg. U. S. Pat. Office

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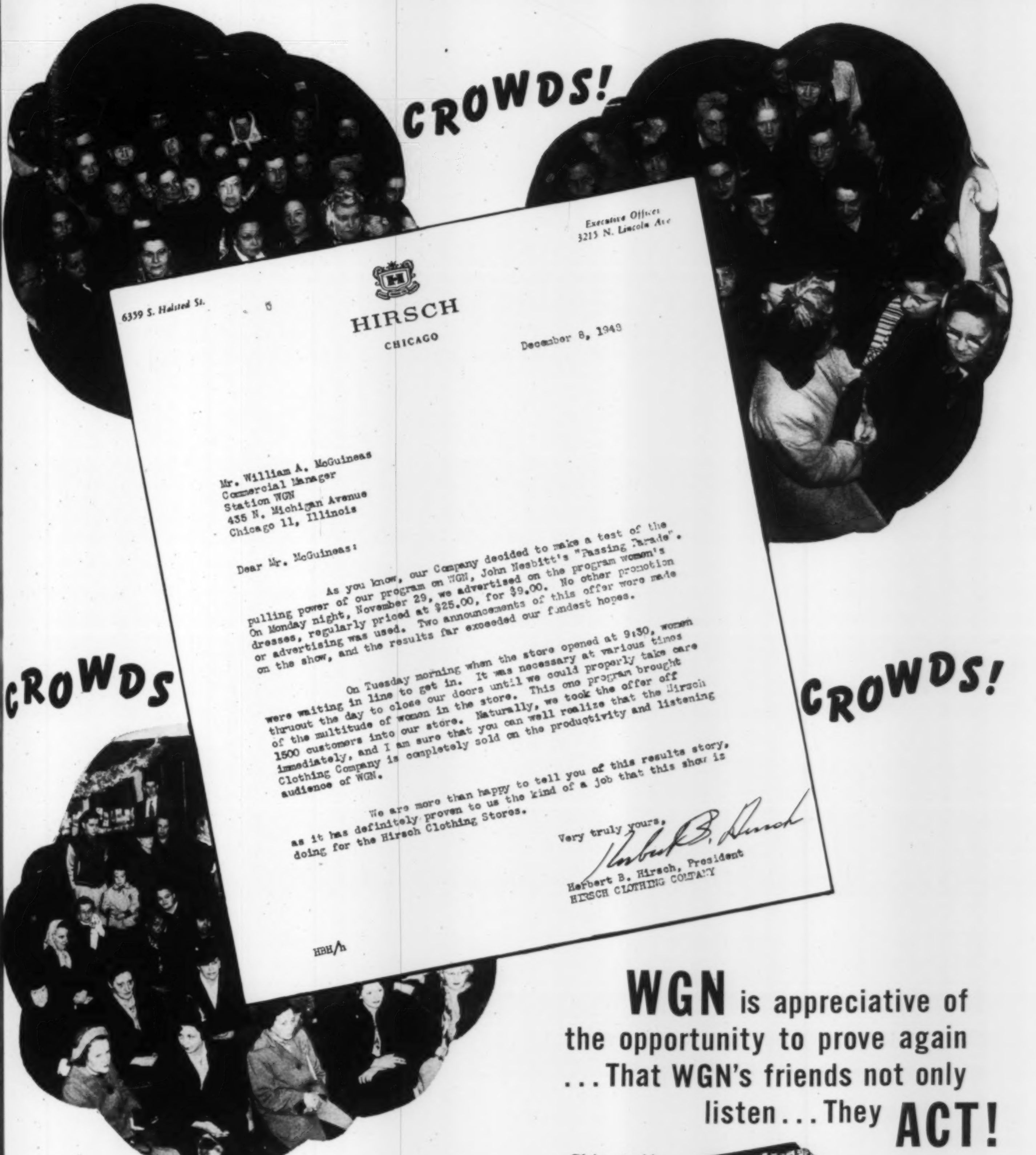

CROWDS!
CROWDS
CROWDS!

6339 S. Halsted St.

HIRSCH
CHICAGO

Executive Offices
3215 N. Lincoln Ave

December 8, 1948

Mr. William A. McGuineas
Commercial Manager
Station WGN
435 N. Michigan Avenue
Chicago 11, Illinois

Dear Mr. McGuineas:

As you know, our Company decided to make a test of the pulling power of our program on WGN, John Nesbitt's "Passing Parade". On Monday night, November 29, we advertised on the program women's dresses, regularly priced at $25.00, for $9.00. No other promotion or advertising was used. Two announcements of this offer were made on the show, and the results far exceeded our fondest hopes.

On Tuesday morning when the store opened at 9:30, women were waiting in line to get in. It was necessary at various times thruout the day to close our doors until we could properly take care of the multitude of women in the store. This one program brought 1500 customers into our store. Naturally, we took the offer off immediately, and I am sure that you can well realize that the Hirsch Clothing Company is completely sold on the productivity and listening audience of WGN.

We are more than happy to tell you of this results story, as it has definitely proven to us the kind of a job that this show is doing for the Hirsch Clothing Stores.

Very truly yours,

Herbert B. Hirsch

Herbert B. Hirsch, President
HIRSCH CLOTHING COMPANY

HBH/h

WGN is appreciative of the opportunity to prove again ...That WGN's friends not only listen...They **ACT!**

A Clear Channel Station...
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"Any advertiser can
and most advertisers should
— use **SPOT RADIO**"

Wotta TOOTHPASTE!

● Forgetting small babies and other gum beaters, there are about 4,200,000,000 molars, bicuspids, incisors and wisdom teeth in American mouths today.

An impressive number of these four billion are brushed "after eating and before every date" due to Colgate Dental Cream's great use of Spot Radio.

Colgate makes use of the Spot medium to promote not only Dental Cream but 7 other products with distinctly separate sales problems.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA	WSB-TV
BALTIMORE	WBAL-TV
BOSTON	WNAC-TV
BUFFALO	WBEN-TV
LOS ANGELES	KFI-TV
MILWAUKEE	WTMJ-TV
M'P'L'S-ST. PAUL	KTSP-TV

EDWARD PETRY AND CO. INC.

Open Mike

(*Letters are welcomed. The editors reserve the right to use only the most pertinent portions.*)

Likes Format

EDITOR, BROADCASTING:

. . . I have been intending to drop you a note for some time, to tell you how much more readable BROADCASTING has become since you adopted the more informal format.

It has always been a valuable source of information to me . . .

Leslie T. Harris
Benton & Bowles
New York

* * *

A Loyal Reader

EDITOR, BROADCASTING:

. . . your book will be of great value to me and I will be as avid a reader in the future, as I was in the past.

Stanley M. Abrams
Sales Manager, Television
Emerson Radio & Phonograph Corp.
New York

[EDITOR'S NOTE: Mr. Abrams was recently promoted from television sales promotion manager of Emerson to television sales manager.]

* * *

Where's Henry?

EDITOR, BROADCASTING:

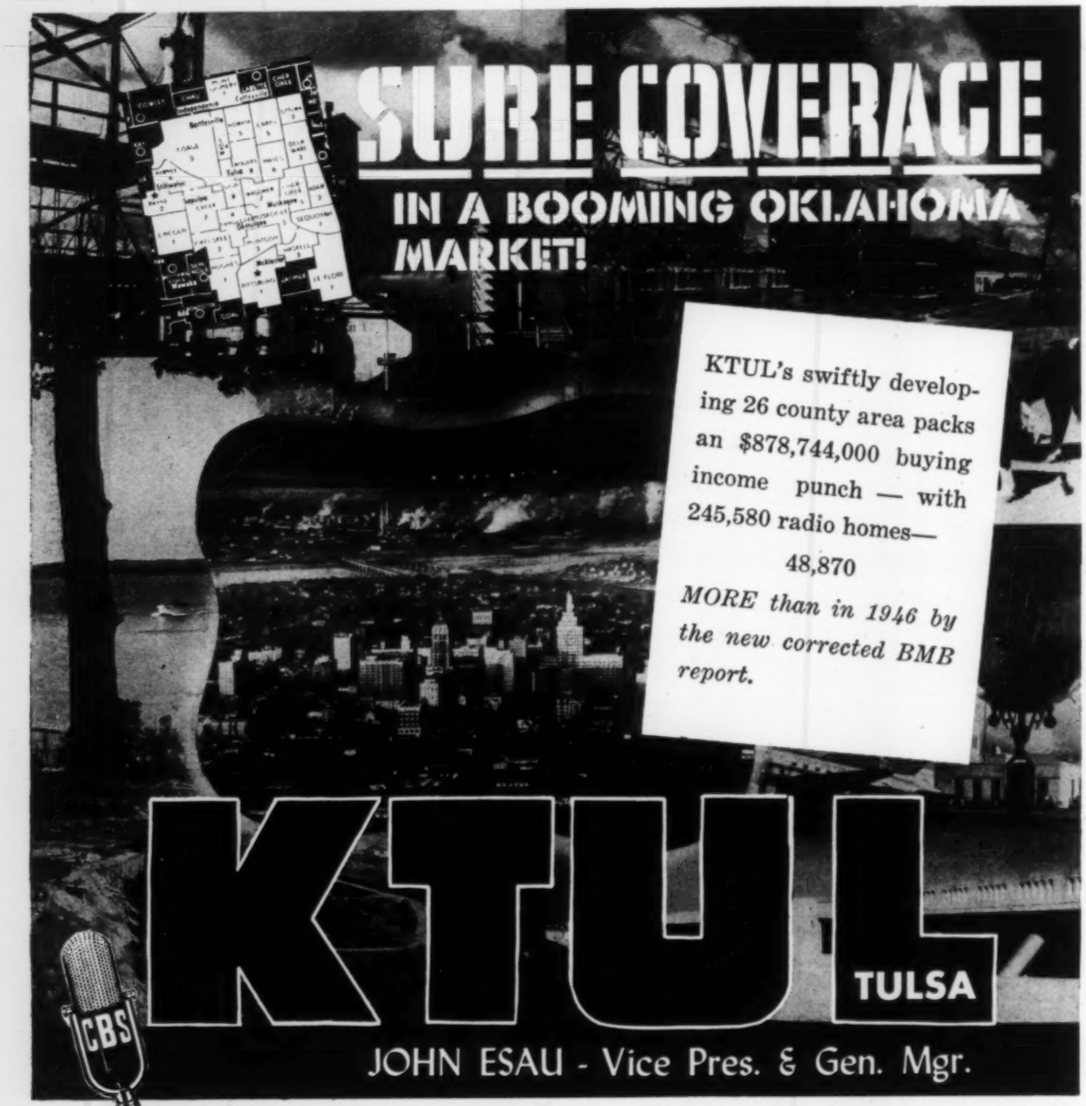
In the matter of Radiorama's identification of Bill Henry as a CBS correspondent in the Feb. 14 issue and John Bondeson's proud correction in the Feb. 21 issue, is it not possible that both BROADCASTING and Mr. Bondeson are correct?

I saw Bill present the President with a microphone at the White House Radio Correspondents' dinner in 1948 when he was still with CBS news. Or are there two mikes?

Incidentally, in accepting, Mr. Truman expressed a wish to be invited to the 1949 dinner, "even if I'm not living in the White House then."

Don Thompson
Gardner Advertising Co.
New York

[EDITOR'S NOTE: You are entirely correct. Mr. Henry was with CBS at the time the mike was originally presented in 1948. Since no picture was taken at that time, when the group assembled again in 1949, a picture was made. Mr. Henry has now switched to MBS.]



KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—48,870 *MORE than in 1946 by the new corrected BMB report.*

JOHN ESAU - Vice Pres. & Gen. Mgr.

Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES

AFFILIATED WITH KOMA, OKLAHOMA CITY

Clarification on Henry

EDITOR, BROADCASTING:

While your item on the "Voice of Democracy" Contest winners in the Feb. 21 issue of BROADCASTING is correct, perhaps it would be well to differentiate between Patrick Henry's famous speeches. In the House of Burgesses in Williamsburg Mr. Henry delivered himself of the "If this be treason, make the most of it" speech. His better known "Give Me Liberty or Give Me Death" speech was delivered in Richmond's Old St. John's Church.

Incidentally (plug), WRVA is broadcasting a special program with the "Voice of Democracy" contest winners from the House of Burgesses.

Sam Carey
Program Service Manager
WRVA Richmond, Va.

* * *

EDITOR, BROADCASTING:

Since the "famed speech" of Patrick Henry was delivered in St. John's Church, Richmond, Va., your attention is respectfully directed to the item at page 4, . . . of the Feb. 21 issue of BROADCASTING.

Pat was a lawyer and delivered many notable speeches—the Parson's Case at Hanover Court House—in the House of Burgesses at Williamsburg. However, the one that has survived in the minds of most people is the famed "Liberty or Death" speech delivered in St John's.

William J. Norfleet
Chief Accountant
FCC
Washington

[EDITOR'S NOTE: Thanks for furthe clarifying our box on the At Deadlin page. (BROADCASTING, Feb. 21)]

* * *

Radio's Standards

EDITOR, BROADCASTING:

Re C. M. Keller's letter in th Feb. 28 issue describing his reac tion to a newspaper ad which faile to meet his or radio's good tast standards. Perhaps a change c copy would enable Mr. Keller t overcome his repulsion to the ite being advertised. Meanwhile hi station's sales dept. might refle that radio listeners also have occ sion to clean their . . .*

Sol Levine
Sol Levine Agency
Washington

* Censored—not in good taste.

* * *

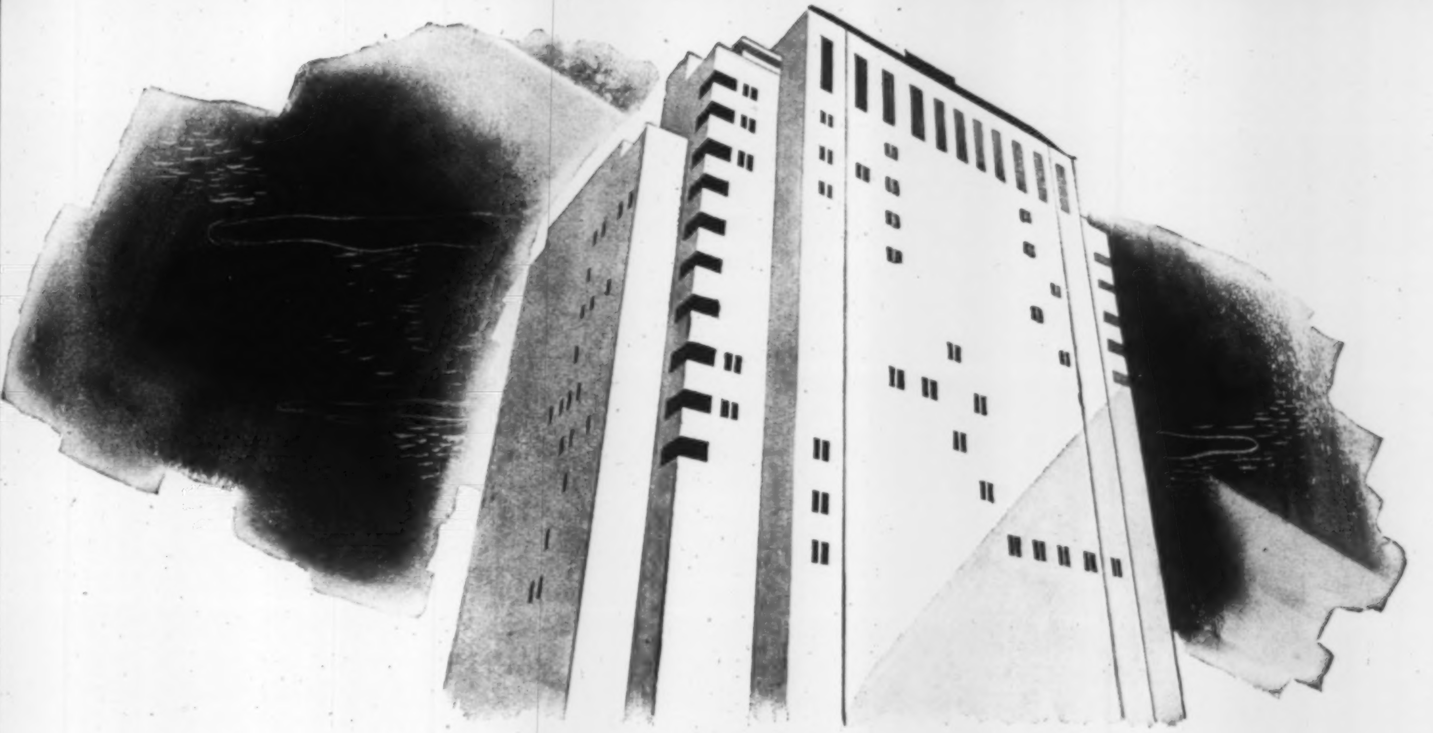
Thanks From Ad Club

EDITOR, BROADCASTING:

In behalf of the Advertising Cl of Grand Rapids, I want to tha you for fine news coverage yo publication gave to the Advertisi "Forum for '49," . . .

Due to the outstanding succe of this Forum, the AFA plans promote similar meetings in oth regions throughout the country a part of their next year's over-

(*Continued on page 20*)



A Monument to Finer Living...

In the priceless book of man's memory there shines in illuminated lettering the magic word, "Hospitality." As a city of importance, Houston ranks peak-high on the scale . . . as a city of hospitality, Houston reigns among the nation's friendliest.

And now may we present The Shamrock . . . hotel spectacular . . . symbol of hospitality in one of America's most hospitable cities. From its very beginning this was no ordinary hotel, for wound inextricably in the substances of its creation are the ambitious materials of a young man's dream.

Yes, native Texan Glenn McCarthy fulfilled a dream for Houston, built for Houston a magnificent structure of stone and steel as a small measure of esteem for the bounties the city . . . and the state . . . had tendered him through hard years of striving.

And so you see The Shamrock, Glenn McCarthy's contribution to Houston and to finer living . . . rising tall above Lone Star plains as a great monument to warm hospitality.

The eyes of Texas and of the entire nation are on Houston's . . . The Shamrock.

Glenn McCarthy
. . . oil wildcatter, sportsman, airman . . . head of 16 corporations and organizations, member of 14 more . . . oilman builder of McCarthy Center (1100-room hotel, 1200-car garage, 1750-seat theater, swimming pool, exhibition hall).

GRAND OPENING • ST. PATRICK'S DAY • MARCH 17, 1949

In Houston, you are cordially invited
to live at

The Shamrock

A GLENN McCARTHY ENTERPRISE

COMPLETE CONVENTION FACILITIES AVAILABLE—TELETYPE No. HO 192

Geth

Joe Kaufman

the ones that get away!

TAKE 13 WEEKS WITH PAY... ON WCCO

You can get your Northwest customers while they're "getting away from it all." With radio. For Summer daytime listening in the Northwest is 12% higher than the national average.

And most of the time in the Summertime, they're having a wonderful time listening to 50,000-watt WCCO. In the Twin Cities, all Summer long, WCCO delivers an average daytime Hooper of 6.0... a 58% *bigger* average audience than any other Twin City station! (Throughout the *entire* 6-state WCCO area surveyed by the CBS-WCCO Listener Diary in May 1948, WCCO averages 200% more listeners than any other Twin City station.)

With Summer retail sales in WCCO country soaring well over $699,000,000—just about as high as in any other season—it's no wonder that 48 major local and national spot advertisers (30% more than the year before) stayed "on the job" on WCCO all year 'round last year... Fall, Winter, Spring *and Summer.* They found WCCO sends sales *up* with the temperature!

To land your customers, use WCCO *without a Summer hiatus.* Make your reservation with WCCO or Radio Sales... for 13 wonderful weeks with pay!

All source material available on request.

WCCO
Minneapolis-St. Paul
50,000 watts
Columbia Owned

Represented by
RADIO SALES

WHILE U WAIT

The Swing is to WHB in Kansas City

The 1949 SWING Girl
Miss Vera Ralston

★ **MARKET...** WHB's Golden Kansas City Marketland is a transportation and distribution hub, agricultural capital, the home of multi-billion dollar industries. Complete data on request.

★ **AUDIENCE...** WHB's 27 years of aggressive broadcasting have won 3½ million listeners who swing to 710 for fresh, friendly entertainment and solid buying tips.

★ **PROMOTION...** WHB's alert experts advertise, merchandise and promote your product to bring results that will leave you gasping.

10,000 WATTS IN KANSAS CITY
WHB AM FM
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

ARTHUR J. DALY, former West Coast manager for Peck Adv. and currently in agency's New York office, appointed director of radio and television. Prior to joining Peck, he produced *Rudy Vallee Show*, *Telephone Hour* and other network programs. During war, he represented coordinator of Inter-American Affairs as director of radio in Argentina.

PETER H. HINDLEY resigns as manager of Roy S. Durstine Inc., San Francisco, to become public relations director of National Medical Society in Washington, D. C.

NELSON SHRADER appointed executive director of television and radio department of Grey Adv., New York. For past eight months he headed his own motion picture and television package firm and was formerly at Newell-Emmett Co. where he headed motion picture department for some time, and later worked on Chesterfield account.

Mr. Shrader

LEW JONES, former media director of BBDO, San Francisco, joins Foote, Cone & Belding, same city, in same capacity.

MELTON Adv., Dallas, purchases **HENRY M. HANEY Adv.**, also Dallas. Consolidated company moves to new quarters in Liberty Bank Bldg., continuing under name of Melton Adv.

MARILYN BRYAN ROSEBERRY resigns as timebuyer at MacFarland, Aveyard & Co., Chicago, to join Advertising Counsellors of Arizona in Phoenix.

WALLACE MacKAY Adv., Seattle, moves to larger quarters in Central Bldg., 810 Third Ave.

DAN LEWIS joins Harrington, Whitney & Hurst, San Francisco, as account executive.

C. H. WOLFE, former vice president with Biow Co., joins Dancer-Fitzgerald-Sample, New York, in executive capacity.

ROBERT OTTO & Assoc., New York, effective March 1 changed name to **ROBERT OTTO & Co. Inc., International Adv.** to conform with opening of its new overseas offices in Buenos Aires known as Robert Otto Y. Cia. Structure of firm remains same.

BOZELL & JACOBS, Shreveport, La., moves to new offices at 622 Travis St.

HENRY J. KAUFMAN & Assoc., Washington, moves to new offices at 1419 H St. N. W. Telephone remains District 7400.

WILLIAM R. MASON, with Geyer, Newell & Ganger, since the fall of 1947, appointed vice president. Mr. Mason manages four of agency's accounts.

EVERETT DOTEN, account executive with Botsford, Constantine & Gardner, San Francisco, resigns March 15.

J. GRIFFITH RENSEL joins Weightmen Adv., Philadelphia, as vice president in charge of service. He was recently with Abner J. Gelula & Assoc.

BLANCH TANOUS, formerly with Lander-Young, Los Angeles, joins Davis & Co., same city, as production manager.

S. J. O'CONNELL Jr., formerly of *Dr. I. Q.* show and Grant Adv., Chicago, joins G. A. Sass & Co., Indianapolis advertising and sales promotion firm, as copywriter and account executive.

DONALD M. SMITH Jr., former merchandising manager of *Look* magazine, joins merchandising department of Young & Rubicam, New York.

JOHN HANSEN resigns as art director and account executive with Knollin Adv., San Francisco, to manage branch office of Rockett Pictures Inc., Hollywood.

VIRGINIA A. PARKER, formerly with Reuben H. Donnelley Corp., New York, appointed account executive at Robert Hilton Co., also New York.

O'HANRAHAN PACIFIC AGENCY, San Francisco, moves to new quarters a 260 California St. Telephone: SU 1-0239.

WILLIAM J. HUNT has set up W. J. Hunt Adv., in Gray Bldg., Pasco, Wash.

GEORGE W. McMURPHY agency, Portland, Ore., moves to new offices at 201 N.E. Sandy Blvd.

BEULAH STAINBACK, formerly commercial traffic manager of KHJ Hollywood, joins Zeder-Talbott Inc., same city.

ALAN GOFF, formerly with Rodgers & Brown, New York, joins Lew Kash & Son Adv., New York, as account executive.

BROADCASTING

Comparative Network Program Schedule

March 1949

Yeah, but can he lift a sales curve?

He's able for more than a mouse, see back page of insert.

EVEN

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Lee Hats Drew Pearson (228) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (487)	Catholic Hour S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"
6:30	Goodyear Tire Greatest Story Ever Told (213)	TBA	Cudahy Packing Nick Carter (463)	Int. Silver Co. Ozzie & Harriet (148)	"		"	Sketches in Melody 6:20-6:45 S	"			Sketches in Melody 6:20-6:45 S	
6:45	"	"	"	"	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (28)	"
7:00	Pat Novak For Hire S	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon S	Philip Morris Horace Heidt (162)	Co-op Headline Edition (53) *	P & G Beulah (78) R	Co-op Fulton Lewis (281)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53) *	P & G Beulah (78) R	Fulton Lewis Jr. (281)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53) *
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (162)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (140)	Co-op Elmer Davis (46)
7:30	American Oil Co. Carnegie Hall (108)	Lever Bros. Amos 'n' Andy (150)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (163)	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (152)	News	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News	Dardanelle Trio S	General Mills Lone Ranger (175)
7:45	"	"	Johnny Desmond (441) 7:55 S *	"	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (33)	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (25)	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (168)	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)	Assn.Amer.RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (273)	DuPont & Co. Calvacade of America (152)	Youth Asks the Government S	Sterling Drug Mystery Theater (148) R	Gregory Hood starts 3-8-49 S	Philip Morris This Your Life (144) R	Old Gold Orgel. Amateur Hour (173)
8:15	Eversharp, Inc. (173)	"	"	"	"	"	"	"	Earl Godwin S	"	"	"	"
8:30	Speidel Corp. (171)	Frigidaire Lum 'n' Abner (164)	Music	NBC Theatre S	"	Thos. J. Lipton Godfrey's Talent Scouts (162) R	Trimount Sherlock Holmes (230)	Firestone Voice Firestone (148)	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)	"
8:45	Old Gold Cigarettes (173)	"	"	"	Henry Taylor General Motors (282)	"	" *	"	"	"	" *	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	TBA	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (154)	Noxzema Gabriel Heatter (213)	Bell Telephone Telephone Hour (158) R		Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (221)	Lever Bros. Swan, Bob Hope (153)	Texas Co. Texaco Star Theatre ([illegible])
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	"	"	Co-op Mutual Newsreel	"	"	"	Co-op Mutual Newsreel	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (57)	Sterling Drug Album Familiar Music (154)	Child's World	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)	Chr. Sc. Monitor Views the News R	Strike It Rich S	Air Force Hour	Johnson Wax Fibber McGee & Molly (165)	Elgin American Groucho Marx Show (134)
9:45	"	"	Twin Views Of The News S	"	Stars in Night	"	" *	"	Detroit Symphony S	"	" *	"	"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (153)	Universal Carloading, Am. Forum (12)	Carnation Co. Contented Hr. (157)	"	DeSoto Plym'th Hit the Jackpot (166)	Korn's-A- Krackin' S	Lever Bros. Big Town (133)	Philco Corp. Philco Radio Time (267)
10:15	"	"	"	"	Earl Godwin S	"	"	"	"	"	"	"	"
10:30	Carter Products Jimmie Fidler (78)	It Pays to Be Ignorant S	Don Wright Chorus S	Who Said That? S	On Trial S	R. J. Reynolds Bob Hawk (160)	Mutual Concert S	Radio City Playhouse S	CIO It's in the Family	mr. ace & JANE S	Orchestra S	Brown & W'msn PeopleAreFunny (163)	General Foods Meredith Willson (141)
10:45	Sokolsky S	"	"	"	"	"	"	"	NAM It's Your Business	"	"	"	

DAYTIME

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	E. Power Biggs S	"	Story to Order S	Swift & Co. Breakfast Club (137) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	"
9:30	"	"	MutualChamber Music Ensemble S	Bach Aria Group S	"	"	Bob Poole S	Clevelandaires S	"	"	News	Coffee in Washington S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (342)	"	Bob Poole Show	"	"	Ferry-Morse Garden Gate (167)	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S	Libby, McNeill My True Story (186) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (182) *	American Jazz S	Red Barber S	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"	"	"	Faith Our Time S	"	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (59)	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say with Music Willard's Orch. S	P & G Road of Life (156)	Posner Shoes Big 'n' Little Club (3)	Escape S	Jerry & Skye S	Pet Milk Mary Lee Taylor (148)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S	Eleanor & Anna S *	National Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (154)	"	"	Albert Warner S	"
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Faultless Starch Starch Time (46)	Get More Out of Life, William H. Wise (114)	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (30)	Dr. Paul S	Abbott-Costello Kid Show S	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corps	Swift Meet the Meeks (161)
11:15	"	Newsmakers S	"	"	At Home with the Kirkwoods S	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (150)	"	"	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (138)	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	Campana Solitair Time (19)	Pillsbury Mills Galen Drake	P & G Rosemary (61)	Lanny Ross	B. T. Babbitt Lora Lawton (99)	"	"	"	"
12:00 N	George F. Putnam S	Invitation to Learning S	Wings Over Jordan S	Silver Strings S	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM	Foreign Reporter S	"	"	"	"	Lever Bros. Aunt Jenny (83)	Philip Morris Kate Smith Sings (219)	Music	"	"	"	Public Affairs S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (364)	Eternal Light S	Out of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Luncheon with Lopez	Navy Hour S	Pillsbury Mills Grand Cen. Sta. (129)	"	Luncheon with Lopez S
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (84)	"	"	"	"	"	"
1:00	Almanac S	Charles Collingwood S	Piedmont Shirt Wm. L. Shirer (341)	America United S	Co-op Baukhage (92)	P & G Big Sister (98)	Co-op Cedric Foster (126)	Special Music S	Luncheon with Maggie & Herb S	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	Editor at Home S	Elmo Roper S	Doubleday John B. Kennedy (60)	"	Co-op Nancy Craig (11)	P & G Ma Perkins (89)	Co-op Happy Gang	"	"	"	"	"

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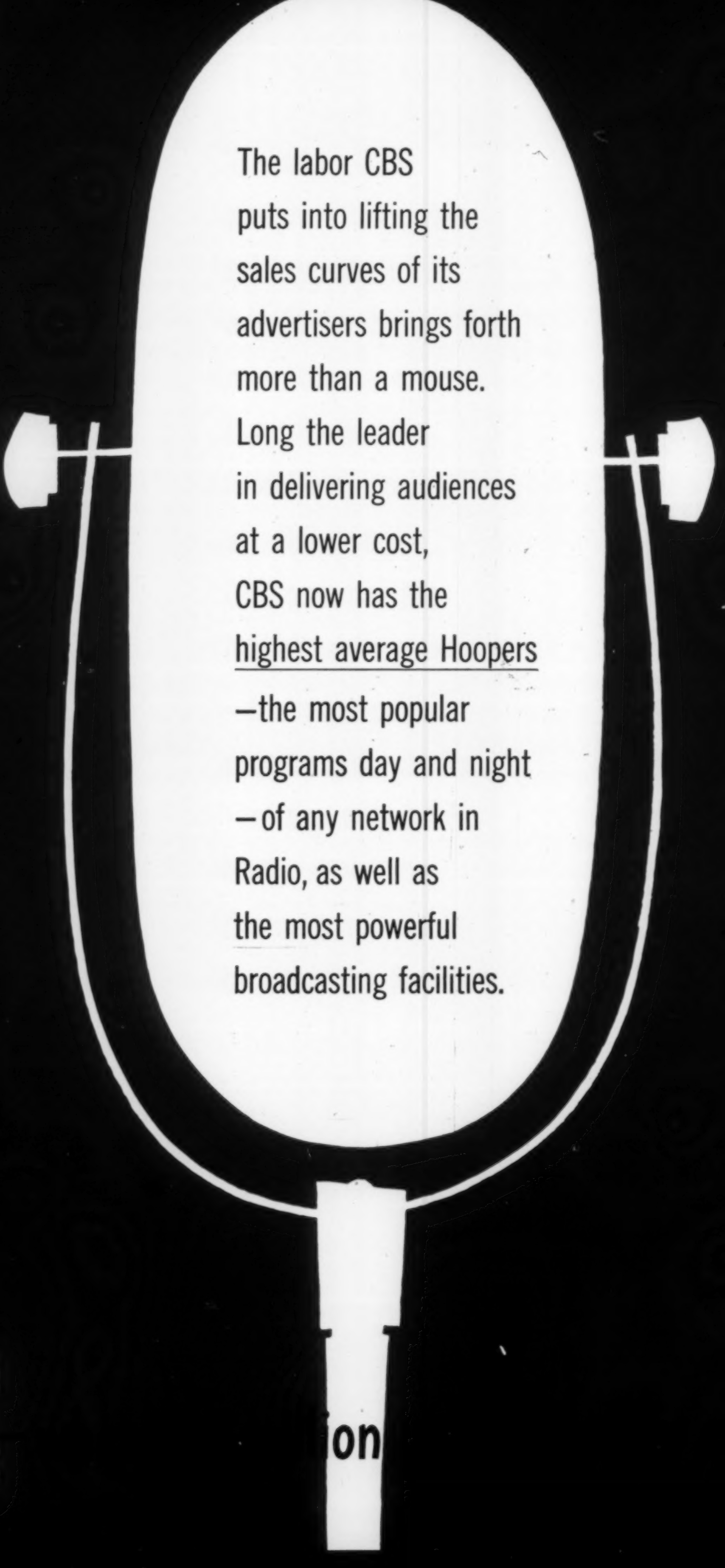
EVEING

ESDAY			THURSDAY				FRIDAY				SATURDAY				
BC	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Service)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Rica S	TBA	News Bancroft S	Orchestra S	Bob Warren News Summary S	6:00 PM
"	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	American Council of Churches S	Memo From UN	"	Religion in News S	6:15
		Sketches in Melody 6:20-6:45 S	"			Sketches in Melody 6:20-6:45 S	"		"	Sketches in Melody 6:20-6:45 S	Harry Wismer S	Saturday Sports Review S	Bands For Bonds	NBC Symphony S	6:30
	"	Sun Oil Co. 3-Star Extra (22)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (22)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (22)	Communism & One World S	News Larry Lesueur S	"	"	6:45
Co-op ine Edition (53) *	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53)	P & G Beulah (79) R	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (163) R	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R	Johnny Thompson S	Coca-Cola Spike Jones (147) R	Hawaii Calls S	"	7:00
Co-op er Davis (46)	Dinner Date S	Miles Labs. News of World (154)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (142)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (138)	Bert Andrews S	"	"	"	7:15
eral Mills e Ranger (175)	News S	Dardanelle Trio S	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News S	Echoes from the Tropics S	General Mills Lone Ranger (175)	Campbell Soup Club 15 (154)	News	Music For Tonight	Music S	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (145)	7:30
"	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (22)	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (26)	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (30)	"	"	Mel Allen S	"	7:45
old Orgel. teur Hour (172)	Can You Top This S	C-P-P Co. Blondie (155)	Co-op Abbott&Costello (20)	P & G FBI in Peace & War (149) R	Curt Massey Show S	G.F.-Jello Aldrich Family (149)	Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Experience Speaks. Starts 3-4-49 S	Cities Service Bands of Ameri. (82)	Starring Kay Starr S	Wrigley Gene Autry (163)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (128)	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
"	Scattergood Baines S	Kraft Foods Co. Gt. Gildersleeve (148)	U. S. Army Theatre U. S. A	Whitehall Mr. Keen (149) R	Western Hit Revue S	G.F.-Maxwell Burns & Allen (146) R	Equitable Life This Your FBI (221) R	GF-Jello My Favorite Husband (151) R	Conti Products Yours for a Song (17)	R. J Reynolds Jimmy Durante Show (161)	Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)	8:30
"	"	"	"	"	" *	"	"	"	"	"	"	"	"	"	8:45
exas Co. xaco Star atre (288)	R. B. Semler Gabriel Heatter (92)	Bristol Myers Duffy's Tavern (159)	Go For The House S	Auto-Lite Suspense (164)	Serutan Co. Gabriel Heatter (221)	Kraft Foods Co. Music Hall (148)	Bristol Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	R. B. Semler Gabriel Heatter (92)	Pabst Sales Co. Eddie Cantor (147)	Chesebrough Mfgr., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (161)	9:00
"	Co-op Mutual Newsreel	"	"	"	Co-op Mutual Newsreel	"	"	"	Co-op Mutual Newsreel	"	"	"	"	"	9:15
n American ucho Marx w (134)	Family Theatre S	Bristol Myers Dist. Attorney (140)	Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (163)	Mysterious Traveler S	Sealtest Variety Theatre (93)	Pac. C. Borax The Sheriff (181)	"	Enchanted Hour	P & G - Tide Red Skelton (158)	Amazing Mr. Malone S	Liggett & Myers Tales of Fatima (19)	Lombardo USA S	Col.-Palm.-Peet Judy Canova (144)	9:30
"	" *	"	"	"	" *	" * Falstaff	Ch. Spark Plug Roll Call (215)	"	" *	"	"	"	"	"	9:45
ilco Corp. ilco Radio me (267)	Comedy Playhouse S	Am. Cig. & Cig. The Big Story (163)	Personal Autograph S	Hall Bros. Hallmark Playhouse (157)	Ed. Wilson's Show S	Reynolds Screen Guild Theatre (162)	Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	P & G Life of Riley (129)	Phillips Petrol. Nat. Barn Dance (69) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peet Dennis Day (144)	10:00
"	"	"	"	"	"	"	Cavalcade of Sports (254)	"	"	"	"	"	"	"	10:15
eral Foods Meredith llson (141)	Mutual Concert S	Mars Candy Curtain Time (145)	We Care S	Campana Sales First Nighter (62)	The Windy City S	General Electric Fred Waring (163)	"	Yours Truly, Johnny Dollar S	Mutual Concert S	Col.-Palm.-Peet Sports Newsreel (139)	Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (159)	10:30
	"	"	Harrison Wood	"	"	"	"	"	"	Pro & Con S	"	"	"	"	10:45

IME

SUNDAY		MONDAY - FRIDAY				SATURDAY			
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
American Bird Prod., Warblers (12)	University of Chicago, Round Table S	(Not in Service)	P & G Dr. Malone (81)	Co-op Happy Gang	Rbt. McCormick S	American Farmer S	Toni Co. Give and Take (180)	Symphony for Youth S	R.F.D. America
Michael O'Duffy S	"	Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Chd. Jamboree (202)	Here's Jack Kilty	"	"	"	"
Mutual Opera S	Voices Down the Wind S	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (231) Miles Lab. (424) Int. Millng (120) Miami M. (334)	Campbell Soup Double or Nothing (131)	Texas Co Opera (270)	Wm. Wise Handy Man (56)	"	Musicana S
"	"	"	P & G Perry Mason (109)	Queen for Day "	"	"	Wm. Wise Most of Life (56)	"	"
Co-op Bill Cunningham (210)	NBC University Theatre S	Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	Golden Hope Chest	General Mills Today's Children (137)	"	Columbia Country Journal S	MacAlester Choir S	Ed. Tomlinson S
Veteran Wants to Know S	"	"	P & G What Makes You Tick (81)	"	General Mills Light of World (67)	"	"	"	Report on Europe S
Ace Markets Songs by Great Singers (63)	"	Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (151)	"	Report From Overseas S	Poole's Paradise	Pioneers of Music
"	"	Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (125)	"	P & G Ma Perkins (147)	"	Adv. in Science S	"	"
General Foods Juvenile Jury (218)	StandardBrands One Man's Family (150)	General Electric House Party (272)	Amer. Tob. Co. Robt. Q. Lewis Show S	USM Band (M) GeorgiaJ'mb'ree (TWT), USN (F)	P & G Pepper Young (153)	"	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"	"	P & G Right to Happiness (151)	"	"	"	"
General Foods House Mystery (478)	Miles Labs. Quiz Kids (159)	Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	"	Texas Rangers S	TBA	Your Health Today S
"	"	"	" *	Co-op Johnson Family Scribner (10)	Sterling Drug Stella Dallas (146)	"	"	"	Bits of Hits S
Willmsn. Candy True Detective (500)	Pillsbury Mills Bob Trout (56)	Co-op Ethel & Albert (51)	Lever.Rayve Winner Take All (167)	Miscellaneous Programs S	Sterling Drug Lorenzo Jones (146)	"	Saturday at The Chase S	Harrington S	Adventures of Frank Merriwell S
"	Living—1949 S	Co-op Your Story for Today	Beat the Clock S	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)	Orchestra Following Opera	"	First Church Christ. Scientist (65)	"
DL&W Coal The Shadow (37)	Jane Pickens Show S	Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)	"	Philadelphia Orchestra S	Russ Hodges' Quiz Show S	J. Morrell Lassie Show (163)
"	"	" *	"	Superman (M-W-F)	General Foods Portia Faces Life (89)	"	"	"	Wormwood Forest S
Helbros Watch Quick As A Flash (421)	RCA Victor Show (165)	General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (182)	Whitehall Just Plain Bill (59)	"	"	Shotwell Mfg. True or False (487)	Mars Inc. Dr. I. Q. Jr (41)
"		Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (137) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Far'l (58)		"	"	"



The labor CBS puts into lifting the sales curves of its advertisers brings forth more than a mouse. Long the leader in delivering audiences at a lower cost, CBS now has the highest average Hoopers —the most popular programs day and night —of any network in Radio, as well as the most powerful broadcasting facilities.

CBS

ion

New Business

NERAL FOODS CORP., EMERSON DRUG CO. and **BARNEY'S CLOTHES** **NC.** bought all one-minute spots immediately before and after WABD New York telecasts of 1949 Yankees' home games. General Foods, through n and Bowles, contracted for 71 spots advertising Diamond Crystal Salt. on took 35 spots via BBDO for Bromo Seltzer. Barney's Clothes signed announcements through Emil Mogul Co., for men's and boy's clothing.

HISS' CLINIC, Los Angeles, starts *Flying Feet* (formerly *Dr. Hiss' Clinic*) on four additional western stations—KGB San Diego, KDB Santa ra, KXOB Sacramento, KVI Seattle—for 52 weeks. Program now on Los Angeles and KFRG San Francisco. Agency: Honig-Cooper Co., Los es.

DMACHER-VOGEL (suits), through Zan Diamond Co., and **CELANES** **P.**, through Ellington & Co., all New York, starting nine and eight week TV campaigns, respectively. Former to use three weekly minute spots on 26 ns in 25 cities, latter two per week in 26 video markets. Radio to supple- TV campaign.

LIRONS, Los Angeles department store, planning extensive two-week radio elevision spot campaign in Los Angeles area this month for promotion of Westchester branch to be opened soon. Film spots to be used on V stations: KTTV KTLA KLAC-TV KFI-TV KNBH KTSL; and spot uncements on 11 stations: KFI KECA KNX KHJ KMPC KFWB KLAC D KXLA KGFJ KIEV. Agency: Hunter Adv., Los Angeles.

Co., Chicago (hair preparations), appoints Walter L. Rubens agency, city, to handle advertising. Firm will spend more than $100,000 on rtising this year and radio is being contemplated. Account executive is **DOOLEY.**

ANGELES *Mirror* appoints Smith, Bull & McGreery, Hollywood, to handle rtising. Radio will be used.

EPOINT Co., St. Louis, (pens, pencils, lighters), names Olian Adv., same to handle its merchandising and advertising. Radio will be used.

AR MAYER & Co., Chicago (meat packer), appoints Sherman & Marquette, Chicago, as its agency, effective May 1. Radio will be used, and video be considered.

LL OIL Co., Toronto (gasoline and oil), starts spot campaign on number ajor market Canadian stations. Agency: J. Walter Thompson Co., Toronto.

DALL Co., New York (fabrics), contracts for five-minute teletranscription, to *Improve Your Golf*, to be telecast by WNBQ (NBC) Chicago Fridays, p.m. (CST) for 13 weeks from April 8. Agency: Ruthrauff & Ryan, Chicago

US FOUNDATION GARMENTS, Chicago, appoints Edward A. Grossfeld cy, also Chicago, to handle advertising effective April 4. Mr. Grossfeld supervise the account. Radio may be used later in the year.

twork Accounts • • •

I Co., Chicago (home permanent, shampoo), purchases 9 to 9:30 p.m. (EST) d on CBS-TV and will begin its first video show May 19. Program plans completed by **DON PAUL NATHANSON**, firm's radio director. Toni three-a-week sponsorship of *Ladies Be Seated* on ABC March 27 to t the addition of TV."

CTER & GAMBLE CO., Cincinnati, March 28, renews for 52 weeks *Perry* on, on CBS, Mon.Fri., 2:15-2:30 p.m. Agency: Benton & Bowles, New York.

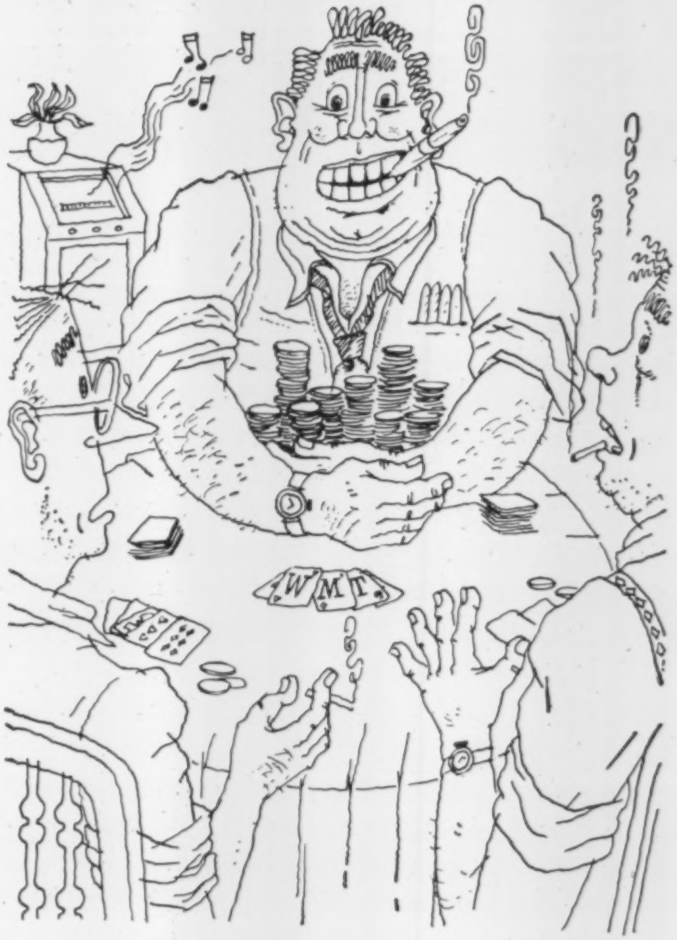
DAHY PACKING CO., Chicago (Old Dutch Cleanser), extends *Nick Carter*, heard on 463 MBS stations, to Aloha Network (KHON Honolulu KIPA Hilo H Lihue KMVI Wailuku). Contract for 52 weeks. Agency: Grant Adv., ago.

ER BROS. Ltd., Toronto (Lipton's tea), last month started for 13 weeks ur *Godfrey Talent Scouts* on 25 Trans-Canada Network stations, Sat. 8-8:30 Agency: Ruthrauff & Ryan, Toronto.

dpeople • • •

EST D. KOSTING, former copywriter with Geyer, Newell & Ganger, New , appointed advertising manager of Burlington Mills Corp., New York, rting to **KENNETH COLLINS**, vice president in charge of advertising and ic relations.

WMT takes the gamble out of Bettendorf (IOWA)



. . . just as it does throughout wealthy WMTland. Bettendorf, the home of the new $30 million Alcoa plant, typifies the industrial part of WMT's audience. Equally important are Iowa's well-informed, prosperous farmers, 90% of whom own radios, 85% of whom have telephones. They helped Iowa's retail sales in 1948 climb to the all-time high estimated at $2,374,712,000.

When you've a product or service to sell the high-income, free-spending Eastern Iowa market, the odds are in your favor when you use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for full details.

MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
CLINTON
SIOUX CITY
Cedar Rapids
DAVENPORT
IOWA
DES MOINES
CHICAGO
NEB.
ILL.
OTTUMWA
BURLINGTON

WMT

CEDAR RAPIDS

5000 Watts   600 K.C.   Day & Night

BASIC COLUMBIA NETWORK

Television in Florida

WTVJ channel 4 MIAMI

NOW SETTING FULL COMMERCIAL PROGRAM SCHEDULE

Complete remote equipment. Full studio and production facilities. WTVJ is affiliated with Wometco Theaters, Miami's most progressive movie circuit.

WTVJ channel 4 MIAMI

Reach South Florida's Rich Market -- its 600,000 residents and the 2,500,000 visitors they entertain each year. Enjoy a matchless opportunity for sponsoring live broadcasts of famed Florida sports and the best in films. Buy WTVJ Now.

WTVJ channel 4 MIAMI
17 N.W. 3rd St., Miami, Fla.

STOP LOOK LISTEN

Bob Venn, General Manager
Clyde Lucas, Program Director
M. J. Weisfeldt, Sales Manager
Earl Lewis, Chief Engineer

REPRESENTED BY FORJOE & CO.

Feature of the Week

TONI TWINS (l to r)—Frances and Bernadette Hanson, Alice and Alva Anderson and Jacqualine and Alberta Gubin—present "short snorter" for Mayor Lundy's signature as (standing) John Esau, KTUL vice president and general manager, smiles approval.

WHERE does news leave off and publicity begin? And what constitutes news? Some wise journalist has said that news requires judgment and judgment is opinion, within the domain of all journals. *But—*

Radio's Toni Co. success story apparently galled Tulsa's two newspapers a fortnight ago when three sets of Toni twins visited the city to launch a national six months' promotion tour, and to kick off a Tulsa twin contest sponsored by KTUL, CBS outlet.

The two newspapers—the *Tribune* and the *World*—bluntly refused to give the event an agate of space. Instead they imposed the "silent treatment," thumbing their noses at a picture of Mayor Roy Lundy signing the Damon Runyon Cancer Fund "short snorter" for

(Continued on page 74)

On All Accounts

AT FIRST glance you might think he is an actor, but once the sound track is heard, there's little doubt that Earl Ebi is an all-round showman who need not worry about where he will wind up in television.

Earl has been an actor, director, stage manager, prop man, plus doing assorted sundry stage chores covering seven years and more than 200 plays with the Pasadena Playhouse. There followed Broadway plus picture parts and finally radio. This is all that might be asked of anyone named to fill the post of Hollywood television director for J. Walter Thompson Co.

EARL

Chronologically, the story started in Fresno, Calif., where Earl was born June 25, 1903. After graduation from Hanford High School in 1922, he concluded that the most direct path to the stage was the stage.

So, bolstered by some letters of introduction, he went to Los Angeles. One of his letters brought him before Gilmor Brown, head of the Pasadena Playhouse. Impressed with the young man's zeal for the theatre and requiring a young man willing to work for little money—Mr. Brown put Earl to work at $50 per month.

Early in 1930, he took leave of the Playhouse to go on the road with an opera company as assistant stage manager. Six weeks later the company disbanded in San Francisco. Next followed two years as road manager for Fanchon & Marco vaudeville units, with New York his next target.

Late in 1931 he arrived in New York. After dismal success in several short-lived productions he headed back to California. He figured it was more comfortable to starve in comfort. For the better part of '33 to '35, he kept busy working at several of the motion picture studios as an actor.

In 1935, while appearing in a play put on at the

(Continued on page 73)

Profits Aw ait Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

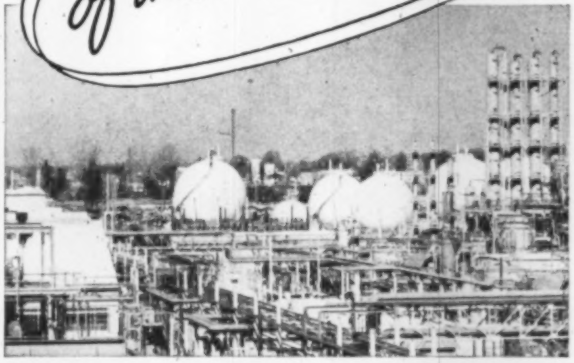
NBC AFFILIATES

Represented b
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELE
SAN FRANCISCO • CHICAGO

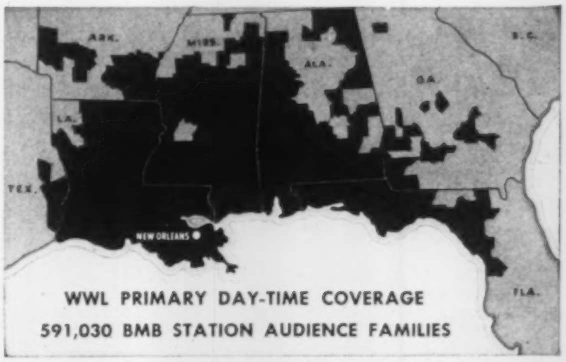
STEINMAN STATIONS

3 Beauties of the Deep South

1. **MANRESA HOUSE,** near Baton Rouge. This magnificent home was occupied, for nearly a century, by Jefferson College, Alma Mater of many distinguished Louisianians. Now owned by the Jesuit Fathers and dedicated to religious activities.



2. **BUTYL RUBBER PLANT** of Esso Standard Oil Company in Baton Rouge—world's largest oil-exporting port—another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.



WWL PRIMARY DAY-TIME COVERAGE
591,030 BMB STATION AUDIENCE FAMILIES

3. **WWL'S COVERAGE OF THE DEEP SOUTH** 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power
in the South's greatest city!

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Radiorama

WHEN NBC lifted its "no tape" policy, a short ceremony was conducted by (l to r) Don Bernard, Hollywood manager of William Esty & Co.; Sidney Strotz, NBC administrative vice president in charge of the Western Division, and Bill Lawrence, producer-director for the network's *Screen Guild Theatre*. The program is sponsored by R. J. Reynolds (Camels) through William Esty.

Cedric Adam's
March of

PLAQUES from National Foundation for Infantile Paralysis for work in "Fight for Dollars" campaign which raised $175,000 are received by (l to r) Cedric Adams, WCCO Minneapolis newsman; Merle Jones, WCCO manager, and Tom Hastings, March of Dimes special events chairman, shown with Cecil Kaercher, winner in "Fight for Dollars" contest.

HYMAN FINGER (seated), pres., Finger Furniture Co., Houston, starts firm's radio career with Ziv's *Favorite Story* on KTHT Houston. Backing him up: (l to r) Aaron Finger, v.p.; John Strange, Deepfreeze dist. sales mgr.; Raymond Garland, Finger gen. mgr.; James Derr, J. A. Walsh & Co., Houston Whirlpool dist.; Bill Bennett, KTHT mgr., and M. C. Gregory, Ziv Co.

PARTICIPANTS in ground-breaking for Southland Industries' (WOAI San Antonio) TV transmitter are (l to r) Hugh Halff, WOAI pres. and gen. mgr.; Charles Jeffers, tech. dir., and G. A. C. Halff, board chairman.

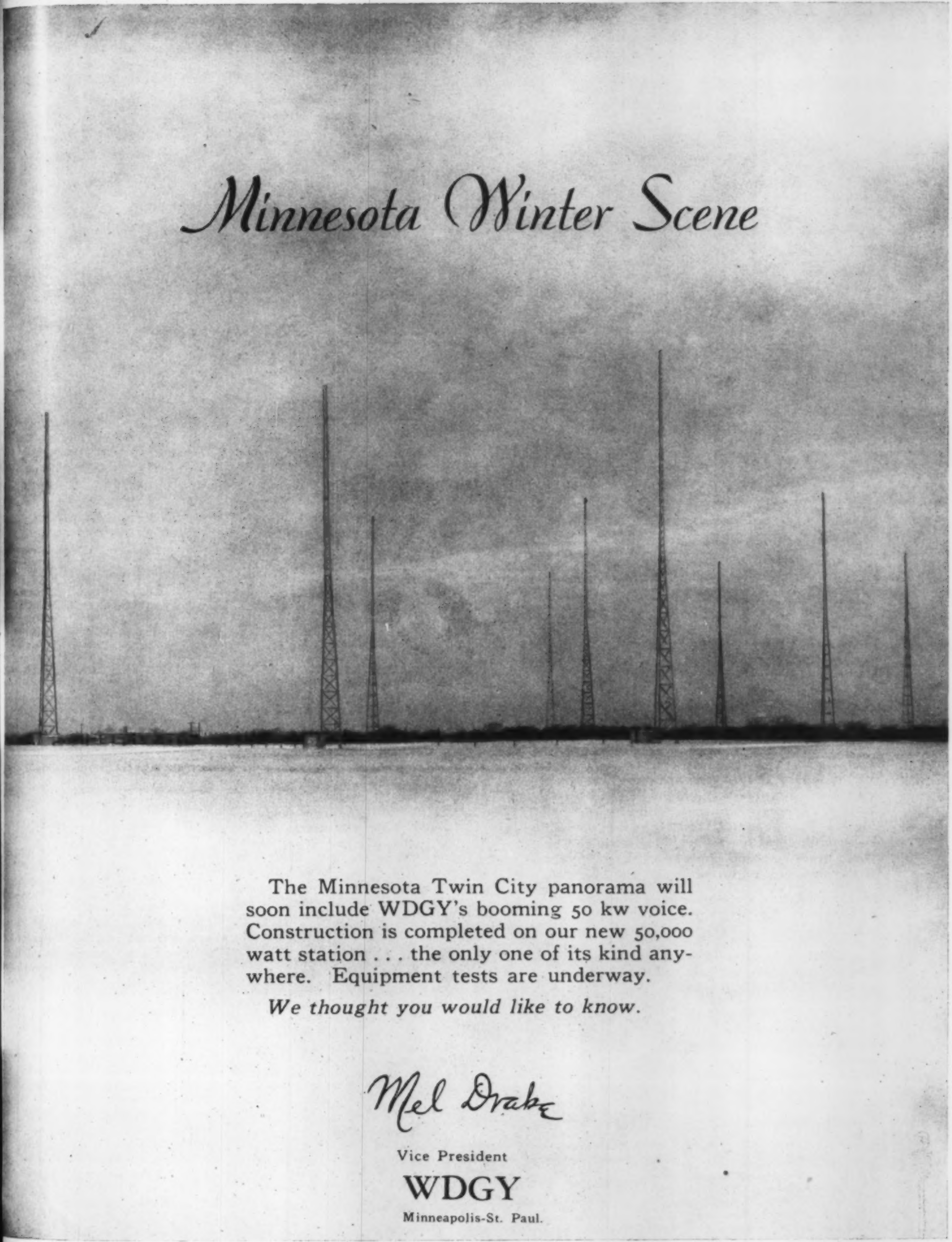
WHEN Bert Lytell (r), host of Philco's *Television Playhouse*, was named "TV's Most Outstanding Personality" by Baltimore Ad Club, he received congratulations from Millard Fleischer, ad mgr., Jos. Zamoiski Co., local Philco distributor.

PLANS for telecasting of Chicago Cubs baseball games on WGN-TV, *Chicago Tribune* station, are discussed by Frank P. Schreiber (r), manager of WGN Inc., and James T. Gallagher, general manager of the Chicago Cubs. The series, which will run from April 19 to Oct. 2, will include telecasts of 74 home games. The schedule does not include any of the 77 games which the National League Cubs will play in other cities during the season.

BELIEVING two heads are better than one, Pat Campbell (r), Don Lee Hollywood station relations dir., gets an assist from Tom Swafford, asst. gen. mgr. of Don Lee affiliate KPOJ Portland.

FROST warning broadcasts on KFI Los Angeles bring warm smiles as Floyd Young (second from r) and his wife are awarded a new Packard sedan. Presentation is made by Earle C. Anthony (l), KFI owner, and W. B. Ryan (r), KFI gen. mgr., following a testimonial luncheon to Mr. Young's service by KFI and several southern California agricultural organizations.

EARL REINEKE, WDAY Fargo president, broke his many years of air silence when BeBe Shopp, Miss America, visited station.



Minnesota Winter Scene

The Minnesota Twin City panorama will soon include WDGY's booming 50 kw voice. Construction is completed on our new 50,000 watt station . . . the only one of its kind anywhere. Equipment tests are underway.

We thought you would like to know.

Mel Drake

Vice President

WDGY

Minneapolis-St. Paul.

We're Picking Money Off Trees . . .

We're way out front in the fruit market—number one, to put it boastfully. But we're not letting it turn our heads. We find it's more fruitful to turn it into nice, fresh, crisp, green dollars. For instance—from the land, farmers in the WSPA-Piedmont area draw out some 220 million dollars a year.

But the wealth of the Piedmont stems from more than our top-of-the-crop market basket. Industry flourishes in this fertile land—one-fourth of the nation's cotton goods come from Spartanburg and Spartan textile industry. Wood processing and plastics are part of this ever-blooming market.

Rural and urban wealth combine healthily to make up the billion dollar WSPA-Piedmont economy.

It's refreshing to keep in mind that when Piedmont people go out to spend, they're drawing on a $1,054,811,000 stockpile.

And for the past nineteen years, they've taken WSPA's advice on where to spend it. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

CBS

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

Open Mike

(Continued from page 10)

program. They have asked us to supply them with a detailed summary of our activities in connection with the planning and staging of "Forum for '49," including advertising and publicity exhibits. This material will be presented at the AFA annual convention at Houston, Tex., this spring with the suggestion that other advertising clubs use it as a pattern for staging similar meetings.

Briggs Beurmann
Advertising Club of Grand Rapids
Publicity Committee
Grand Rapids, Mich.

[EDITOR'S NOTE: The success of the Grand Rapids Advertising Club's "Forum for '49" should prove a challenge to stations, agencies and advertisers throughout the nation to provide similar sales incentives in their areas.]

* * *

Freedom of Speech?

EDITOR, BROADCASTING:

Here at WCCP Savannah, Ga., in our own old-fashioned audio way, we, for the past year, have been more authentic than any staged drama could be. With the consent of the Recorder of the Savannah Police Court, we set one of our WCCP mikes up, and made tape recordings of the daily morning proceedings, which were, of course, edited to delete anything in poor taste, or that would injure an innocent person, then rebroadcast in the early afternoon.

Got an extremely satisfactory audience response. And WCCP felt that it was doing a good job of public service by letting the home folks actually hear what happened to them if they landed in court. The Police Court programs were never commercialized, but carried as straight P.S., and did yeoman service in making Savannahians realize that justice is obtainable in our courts, at least on a local level.

Yep, we HAD a great show. Then the new state legislature comes along up in Atlanta, the House and Senate pass, and Gov. Herman Eugene Talmadge approves a bill which made it illegal. The program was taken off the air.

To add the proper touch of irony, the local newspapers (which only recently started printing daily program schedules) still publish the results of the proceedings at the Police Court—after editing. Just like we did without tape. Shows we've still got Freedom of the Press.

Hey, but what about Freedom of Speech?

McDowell K. Starkey
Continuity Editor
WCCP Savannah, Ga.

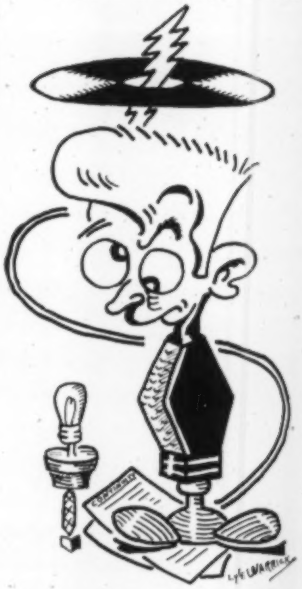
* * *

Cynical or Accurate?

EDITOR, BROADCASTING:

. . . perhaps others in the industry might find a bit of pathetic humor in the cartoon. And so it is sent to you for your approval.

Lyle Warrick
Assistant Manager
WSUA Bloomington, Ind.



This IS Radio

Top to bottom:

(a) Bolt of lightning—this represents electricity which makes the equipment hum . . . which lights up the radios . . . which carries the sounds of voice and music . . . and the same bolt which should strike many announcers.

(b) The record or transcription.

(c) The announcer's face—wondering what is going on . . . disgust . . . and bags under eyes from lack of sleep (not necessarily because of station business.)

(d) The microphone.

(e) Continuity—love them commercials.

At left hand side:

(f) Transmission cable—mike cords—etc.

(g) The radio tubes.

(h) The antenna.

As for the flower pot—well, the industry is blooming and you have to be at least partly potted to be in it.

* * *

Confession

EDITOR, BROADCASTING:

The item reporting Montgomery Ward's decision to close its radio department which appeared in the Feb. 21 edition of BROADCASTING speaks more eloquently of broadcasters' failure to sell the medium than anything I have seen in a long time.

For instance, here is what I myself have failed to do: I have failed to keep sales manager John Martin's mail box full of promotional literature; I have failed to impress upon Mr. Martin's department that WSWN can reach rurally more people over a wider area than any other medium he is using at only a fraction of the cost; I have failed to use the thumb screws on the local Montgomery Ward manager and most of all I have failed to keep Montgomery Ward informed of the progress of our campaign for Sears & Roebuck.

They can't be expected to hit 'em if they can't see 'em.

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

[EDITOR'S NOTE: Anyone else suffering conscience qualms?]

Fingertip MAGIC

● Your spots and programs sound better over WFAA because of the vast technical *know-how* at the fingertips of its corps of 26 engineers. Together, they count 515 years of broadcasting experience. Singly, each is an expert specializing in one particular phase of technical operation. Nowhere in radio is specialized technical *know-how* more demanded or more evident than at WFAA, Dallas.

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

WFAA

and WFAA FM

DALLAS

820 NBC • 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both Frequencies

"KANGAROO ADVERTISERS"?

NO SIR!

Advertisers who want results . . . don't jump around from station to station in Cleveland. They stay on WHK . . . where they reach the largest audience at the lowest (network station) rates! Five local advertisers total over half a century of continuous program sponsorship on WHK. More proof that . . . WHK is the Retailers' Choice in Cleveland.

THEY STAY
ON

WHK

The Paul H. Raymer Co.,
National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 10 WASHINGTON, D. C., MARCH 7, 1949 $7.00 A YEAR—25c A COPY

NBC's ANSWER

Affiliates Endorse Trammell, Hear Plans

By BILL THOMPSON

AN ALL-STAR CAST of NBC officials last week gave 200 representatives of the network's affiliates a two-day indoctrination course in "NBC Philosophy—1949."

At "an extraordinary session" in Chicago's Stevens Hotel, called at the request of the Stations Planning and Advisory Committee (SPAC) to allay fears that NBC is fighting a losing battle for programs, the network won a "unanimous and enthusiastic" vote of confidence.

The vote was taken Monday, first day of the two-day meeting, after President Niles Trammell had delivered an inspiring address. Others among the 72 network personnel present had outlined steps being taken by NBC to expand its "position of leadership." By Tuesday, however, it was apparent that at least a few of the delegates were re-evaluating some of the Monday presentations. At the same time there were nearly unanimous private expressions of high regard for NBC's president. All agreed that he had scored a personal triumph at Chicago.

To Push Battle Plans

A motion was passed authorizing Martin B. Campbell, general manager of WFAA Dallas, and SPAC chairman, to head up and appoint an SPAC promotion committee to push forward NBC's battle plans.

These include:

- **Making broadcasting attractive to additional advertisers by bringing total radio costs down, yet not sacrificing NBC's own economic position or that of its affiliates.**
- **Development of new personalities and new ideas necessary to hold audiences and attract new listeners in competition with other forms of entertainment.**
- **Elimination of any plans which would require NBC to confine its efforts to top ratings for one season at the expense of the future.**
- **Discouragement of the policy of limiting NBC to shows priced on a basis which only a few advertisers can consider.**

Named to the SPAC promotion group were Harry Bannister, WWJ Detroit; J. B. (Steve) Conley, KDKA Pittsburgh; John J. Gillin Jr., WOW Omaha; George H. Thomas, KVOL Lafayette, La.; P. A. Sugg, WKY Oklahoma City; and Ewing C. Kelly, KCRA Sacramento.

Mr. Trammell declared that NBC deliberately passed up the short term expedient of capital gain deals "because of our faith in the long-range future of sound broadcasting."

"In spite of all the shouting, NBC today is the strongest network in the field," he said. "We certainly are not going to be pushed into any course of action which we believe will lead to the economic ruination of AM broadcasting. We will determine our own course and we will be sure it is one which provides a permanent base for AM broadcasting to remain strong and vital."

Coy Defines S.O.B.

IN HIS ADDRESS before the NBC affiliates meeting in Chicago, FCC Chairman Coy had occasion to use the phrase "systems of broadcasting" several times. To avoid repetition, he once substituted "S.O.B.," explaining, "If President Truman can get away with it, so can I—even on my salary."

He reported that the Phil Harris-Alice Faye program will continue on NBC not only through the 1949 season but 1950 as well. *Fibber McGee and Molly* likewise are remaining with the network, he announced. Bob Hope already has issued a public statement of his decision to continue on NBC, he pointed out.

Mr. Trammell also expressed confidence that *Mr. District Attorney* and Ed Gardner's *Duffy's Tavern* will continue as usual.

In addition to the programs currently on NBC, the affiliates were

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FCC PLANS

Coy Says TV Freeze to End

THE OUTLOOK for spring:

- FCC's decision on clear channels will be out by May 1.
- FCC's television freeze will be lifted before the end of July.
- The Commission will give early consideration to a proposal that AM stations with FM affiliates be required to operate both outlets the same number of hours.

FCC Chairman Wayne Coy made these disclosures Tuesday at a luncheon of NBC affiliates in Chicago. He admitted that the plan requiring AM stations to carry FM fulltime is his own.

"It is no secret that I have planned to make such a proposal to the FCC," he said. "But it is a secret what the Commission will do about it. Stations with FM facilities who fail to operate them to the fullest are failing to perform a public service and are depriving thousands of American people of radio receivers."

Sees Early Relief

Mr. Coy said the Commission had hoped to lift the TV freeze in May or early June, but now would require those months for further study of new procedures to be followed when the UHF band is opened. He said it was his personal opinion that some TV stations would be operating on the UHF band by 1950, but hastened to add that existing VHF channels will be available "for a hell of a long time."

"If we are to have nation-wide competition in television, we must open the UHF band, and it is imperative that we have nation-wide competition," he declared.

The FCC chairman said he did not feel free to comment on the future of clear channels other than to promise that an FCC decision on this "major question" would be available by May 1.

This stand on issuance of a clear-channel decision comes in the face of a Senate Interstate Commerce subcommittee's tersely worded recommendation that FCC not decide the case at all until after next September's North American Regional Broadcasting Conference [BROADCASTING, Jan. 31]. The May 1 date Mr. Coy mentioned coincides with the deadline for filing U. S. proposals for changes in the present NARBA—proposals which

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* * *

Left photo—at speakers' table (l to r): Frank Russell, NBC Washington vice president; John M. Outler Jr., WSB Atlanta general manager, and Clair R. McCollough, WGAL Lancaster, Pa., president.

Middle photo—Niles Trammell (l), NBC president, and Martin Campbell, WFAA Dallas general manager, at the Chicago sessions.

Right photo—(l to r): Wiley P. Harris, Ed Yocum and Harry Bannister, general managers, respectively, of WJDX Jackson, Miss., KGHL Billings, Mont., and WWJ Detroit.

CARLIN

Resigns Post With MBS

PHILLIPS CARLIN has resigned as MBS vice president in charge of programs, a position he has held since November 1944, the network announced last week.

No successor was announced, and it was reported the vice presidency would remain vacant, at least for the time being. Jack Paige, national director of programs, will assume supervision of the program department, it was said.

The announcement of Mr. Carlin's departure was made by Edgar Kobak, MBS president who was reelected to his post by the board of directors, meeting in Chicago last week.

Mr. Carlin

An announcement issued after the board meeting was confined to the simple statement that Mr. Kobak had been reelected. The announcement did not specify the tenure of his new term nor did it explain why the action was taken at this time.

"Mr. Carlin and I have been associated for many years in the broadcasting field," Mr. Kobak said, "and it is with deep regret that I am acceding to Mr. Carlin's wishes in accepting his resignation to take effect late this month."

Messrs. Kobak and Carlin have been close associates since the formation of the Blue Network.

At the separation of the Blue Network from its parent, NBC, Mr. Kobak became executive vice president, and Mr. Carlin vice president in charge of programs. Mr. Carlin joined Mr. Kobak at MBS when the latter took over the presidency of that network.

Mr. Carlin celebrated his 25th year in broadcasting last November. He first entered radio as an announcer at WEAF New York (now WNBC). At the organization of NBC he became assistant eastern program director. He later served as manager of sustaining programs and assistant to the vice president in charge of programs at NBC.

Date Not Set

The exact date of Mr. Carlin's departure from Mutual was not set, except that it will be some time this month. He has announced no future plans.

Attending the Mutual board meeting in Chicago were Lewis Allen Weiss, Don Lee Broadcasting System; Theodore C. Streibert and J. R. Poppele, Bamberger Broadcasting Corp.; H. K. Carpenter, WHK Cleveland; E. M. Antrim, WGN Chicago; J. E. Campeau, CKLW Detroit; Linus Travers, Yankee Network, and Benedict Gimbel Jr., WIP Philadelphia. Frank Schreiber, WGN Chicago, substituted for Chesser Campbell, *Tribune* advertising manager, who is a member of the board.

GAIL SMITH

Assumes New P&G Post

GAIL SMITH has become director of radio in charge of daytime programs for Procter & Gamble Productions. The appointment became effective March 1.

Mr. Smith

Mr. Smith joined the Procter & Gamble advertising department in September 1943 as an assistant in the radio section. After serving several years with the company's daytime radio activities, his responsibilities shifted to the field of nighttime radio.

OXARART LEAVES

Will Join Hunt Foods Co.

FRANK OXARART, western division manager of CBS network sales, will join Hunt Foods Co., Los Angeles, as advertising and merchandising manager, effective March 15, according to Frederick Weisman, firm's president.

Mr. Oxarart

Mr. Oxarart has been with CBS since March 1947. Previously he had operated his own advertising agency in Los Angeles for two years under name of Frank Oxarart Co.

To supervise the advertising budget of Hunt Foods which is currently estimated at $3 million, Mr. Oxarart brings a prior familiarity with the account, having supervised it for Garfield & Guild and later for the Biow Co. from 1943 to 1945. Earlier he spent four years with CBS in San Francisco and Los Angeles in several sales capacities.

MASON ADVANCED

Now GN&G Vice President

WILLIAM R. MASON, account executive of Geyer, Newell & Ganger, New York, since the fall of 1947, has been appointed a vice president of the firm, B. B. Geyer, president, announced last week.

Mr. Mason, who manages four of the agency's accounts, came to GN&G from Springfield, Mass., where he was group director for 15 William B. Remington Inc. accounts.

Prior to that, he was advertising manager of the air conditioning, commercial refrigerator and fan vacuum cleaner sections of Westinghouse Electric Corp., and, earlier in his career, account executive with Fuller & Smith & Ross, Cleveland.

He is a former president of the Advertising Club of Springfield, Mass.

CBS GROWTH

Stanton Sums Up Gains

FRANK STANTON, CBS president, last week dispatched a letter to advertisers and agencies, advising them in detail of the network's recent growth.

Mr. Stanton's letter was distributed coincidentally with a meeting of NBC's affiliates in Chicago where that network's programming and commercial plans were announced.

The text of Mr. Stanton's letter:

"CBS network programs:

"Today, nine of Hooper's 'Top 15' most popular evening programs are on CBS; the other six, divided equally between two other networks.

"In the daytime, the first six most popular network shows—and eight of the 'Top 10'—are on CBS.

"The current CBS average evening Hooperating (12.2) is an increase of nearly two rating points over a year ago, the only such increase for any network.

23 Sponsored Packages

"Today 23 CBS 'package programs' are sponsored—a record unequalled by any other network.

"Four of the 'Top 15' evening shows are CBS-conveived, CBS-produced package programs; two more of them are the CBS properties: *Amos 'n' Andy* and Jack Benny.

"And this spring and fall, the CBS schedule will be still further strengthened by Ozzie and Harriet, Bergen and Charlie McCarthy, Bing Crosby and Red Skelton.

"CBS is also continuing its long-recognized leadership in public interest and information programs. CBS news programs have larger audiences than those of any other network, now 27% above the average for all other networks.

"And the latest CBS documentary program—*Mind in the Shadow*—a study of mental health, drew the greatest critical and audience response in the history of these programs. It was received with such acclaim on February 2, and with such insistence to hear it again, that *Mind in the Shadow* had to be repeated on CBS within three weeks of the original broadcast.

"Thus, CBS package shows, CBS program properties and other programs attracted by CBS schedule-opportunities, combine to create for CBS the strongest programming schedule in network history.

"CBS network facilities:

"CBS today is authorized nighttime power of 1,555,000 watts, leading all other networks in total power.

"CBS today has more high power stations, and fewer low power stations, than any other network.

"CBS has the highest average station power.

"Programs and facilities equal circulation.

"As a result of this combination of steadily increasing program strength, CBS is delivering to its advertisers the lowest cost per-thousand families for the third consecutive year.

"CBS now has more minutes of sponsored time than any other network, day and night.

"In 1948 the average number of CBS stations used by advertisers has shown a substantial increase; the average nighttime network has increased by 22%; the average daytime network by 27%.

"And CBS network billings for the first quarter of 1949 are running 8% ahead of a year ago.

"In television:

"Here again CBS is showing swift developments on all three fronts: Programs, facilities and advertisers acceptance.

"CBS-TV programs:

"CBS has three of the 'Top 5' network television programs, in both the January Hooper and Pulse reports.

'Biggest TV Audience'

"Also, CBS wins the biggest average television audience straight through the week—noon to midnight, seven days a week—with an average rating of 12.6.

"Examining program popularity another way—'who has the largest number of the most popular programs?'—CBS wins again.

"Out of a total of 140 nighttime quarter-hours, CBS-TV has 60 of the most popular periods—twice the number of the second most popular network.

"Finally, as a measure of advertising effectiveness, CBS programs today have the two highest sponsor identification ratings in all television—97% and 96%.

"In one year, from January 1948 to January 1949, CBS television

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FELTIS LEAVING BMB

To Become KING General Manager

HUGH FELTIS has resigned as president of BMB, effective April 15, to become general manager of KING Seattle. Cortlandt Langley, assistant to the president, and Dr. Kenneth H. Baker, NAB director of research on loan to BMB in a similar capacity, will jointly assume management responsibility for the BMB operation after that date.

Announcement that the BMB board had accepted Mr. Feltis' resignation was made Wednesday by Mr. Feltis himself, following an all-day board meeting at New York's Waldorf-Astoria Hotel.

Henry B. Owen, who has been vice president and general manager of KING, was elected president of KING Broadcasting Co. at a board of directors meeting early last week, Mrs. A. Scott Bullitt, retiring president announced.

Plans for Growth

"The appointment of Mr. Feltis and the promotion of Mr. Owen," Mrs. Bullitt said, "are in line with KING's plans for growth and its forthcoming increase in power to 50,000 w." The station is on 1090 kc with 10 kw, but has a CP for 50 kw.

At a news conference in New York Mr. Feltis gave assurance that BMB's second nation-wide study of station and network audiences will go through as scheduled, noting that the first mailing of 650,000 ballots was already well under way.

Mr. Feltis also expressed the conviction that "the principle of uniform audience measurement has been established, that the need for such a service on the part of those who use radio as an advertising medium is a real one."

He noted that the board comprising equal representation of advertisers (ANA), advertising agencies (AAAA) and Broadcasters (NAB), had unanimously adopted a resolution endorsing the continuation of a uniform method of audience measurement.

The board also took steps to perpetuate BMB's legal charter, Mr. Feltis reported. He added that the form in which the bureau will continue is now being studied by committees appointed for that purpose by the three organizations sharing responsibility for BMB's guidance.

The present form of non-profit operation has created many problems for the BMB management, he said, pointing out that numerous proposals that BMB extend its service into other fields of radio measurement had been vetoed by BMB counsel on the grounds that a non-profit tax-exempt organization may not legally enter into competition with private business.

One possibility which is receiving strong consideration, he stated, is that BMB should be reorganized as a corporation similar to the BMI set-up. Its direction would then stem from its stockholders, mainly broadcasters but perhaps also including those advertisers and agencies most actively using radio as an advertising medium.

He noted that he had served BMB since the organization's formation in January 1945 and for a year before that had headed the NAB research committee which proposed the creation of such an organization. Mr. Feltis added: "Before I came to BMB, I was a broadcaster—and I have remained one. In joining KING I am returning to the profession to which I have devoted most of my life."

Financing Problem

Financing is BMB's chief problem at present, Mr. Feltis said, hastening to repeat that Study Number II is assured and that it will be carried through in a manner that will insure the statistical validity of the published results.

BMB's success in getting additional subscribers will be reflected chiefly, he said, in the extent and form in which the reports will be published.

All that the BMB contracts call for, he noted, is the publication of station audience reports, which could be done by mimeographed sheets instead of by a printed and bound volume such as was produced following study Number I. The maps, area and network reports issued for that study were all extras, he said, valuable and useful to stations, advertisers and agencies, but items which could be discarded if they prove to be financially impractical.

Mr. Langley and Dr. Baker have been authorized to study the costs of various types of publications, matching them with BMB's probable income and recommending a procedure to the executive committee for final action, Mr. Feltis said. He pointed out that most stations which had cancelled the BMB service in recent months had reinstated it when they were told that by continuing their payments for a few months more until publication of the reports, they could for a relatively small additional amount get the benefit of the money they have paid in since July 1, 1947, which would otherwise be a dead loss. Mr. Feltis added the hope that Mutual, which has cancelled BMB as of April 1, would also reconsider.

Mr. FELTIS

Dr. Baker pointed out that before the form of publication of the reports can be determined it will be necessary to decide what the reports are to include. Weekly average audience figures, as published for Study Number I, will definitely be reported for Study Number II, he said. Whether these will be supplemented with daily average figures, or composition of audience data (families listening to a station one or two days a week, three to five days, or six to seven days), or both, is still to be settled. Dr. Baker said that he and Mr. Langley would analyze returned ballots as speedily as possible to determine which method will provide the best and soundest information.

Another matter as yet unsettled is that of disclosure of information about non subscribing stations to subscribers. The BMB board has approved such disclosure in principle and on a restricted basis, but it has not yet announced what the restrictions should be. This, too, Dr. Baker said, will affect the size and cost of the published reports.

Both he and Mr. Feltis, however, expressed the belief that these problems will be solved promptly. Mr. Feltis stated that he had set April 15 as his date of departure from BMB on the conviction that by that time all of the decisions affecting the second study will have been made.

Move to New Quarters

Continuing to effect all possible economies in its own operation BMB is closing its offices at 270 Park Ave., New York, and moving an appreciably curtailed staff to 50 Broadway, where BMB will share the quarters of Statistical Tabulating Co. This company is handling the physical aspects of Study Number II, mailing out the ballots, tabulating the returns on IBM punch cards, etc. The savings from this move, together with those resulting from the resignations of three top executives—Research Director John Churchill, Executive Secretary Phil Frank and President Hugh Feltis—are expected to total approximately $100,000.

The first BMB ballots, some 70,000 of them, went into the mails on March 1, Dr. Baker reported. Another 100,000 were mailed March 2, he said, with the rest to follow as rapidly as possible and the whole mailing completed by March 10 or 11. He anticipated about 400,000 tabulatable ballots returned, he said, of the 650,000 mailed out.

Attending the meeting were:

For NAB: J. Harold Ryan, BMB chairman, Fort Industry Stations; Kenneth H. Baker, NAB; Hugh M. Beville Jr., NBC; Roger W. Clipp, WFIL Philadelphia; E. P. H. James, MBS; Justin Miller, NAB president; G. Richard Shafto, WIS Columbia, S. C.; Hugh B. Terry, KLZ Denver.

For AAAA: Melvin Brorby, Needham, Louis & Brorby; Leonard T. Bush, Compton Advertising; Carlos Franco, Young & Rubicam; Frederic R. Gamble, AAAA president; Linnea Nelson, J. Walter Thompson Co.; C. Burt Oliver, Foote, Cone & Belding; D. E. Robinson, C. J. LaRoche Co.

For ANA: Joseph M. Allen, Bristol-Myers Co.; Herbert D. Bissell, Electric Auto-Lite Co.; A. H. Caperton, Dr. Pepper Co.; Lowry Crites, General Mills; Albert S. Dempewolff, Celanese Corp. of America, and Paul B. West, ANA president.

Guests were Kenneth Godfrey,

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KEYSTONE

Sillerman Leaves March 15; Rogers Is Promoted

MICHAEL M. SILLERMAN, president and director of Keystone Broadcasting System, transcription network, has resigned both offices, effective March 15.

Naylor Rogers, former KNX Los Angeles manager and Keystone's vice president, has been named executive vice president of the network and will continue to headquarter in Chicago.

Keystone's New York office and East Coast operations will be in charge of Noel Rhys, account executive, KBS announced.

Mr. Sillerman, who has been president of Keystone since it began operations in 1940, retains his stock interest in the corporation. His future plans have not been announced.

KBS headquarters said Mr. Sillerman's resignation was due to differences over policy matters, and announced that officers of the corporation expressed deep regret over his withdrawal.

Mr. Sillerman

Mr. Rogers

No one has been selected to take over the presidency of Keystone, the network said.

AAAA

Meeting Theme Is Challenge of Buyers' Market

AGENDA for the 1949 annual meeting of the American Assn. of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. Va., on Thursday and Friday, April 7 and 8, was announced last week. Theme of the sessions is to be "How will advertising meet the challenge of the shift from a sellers' to a buyers' market?"

Conclave will be launched Thursday morning at a session presided over by Clarence B. Goshorn, Benton & Bowles president, and AAAA vice chairman. A panel of five, moderated by Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee and AAAA director in charge, will discuss the "public relations of advertising" in regard to government, educators, consumer leaders and the public.

Panel members will include Theodore S. Repplier, president of The Advertising Council; Dr. Kenneth Dameron, director of Committee on Consumer Relations in Advertising; Henry Abt, director of Brand Names Foundation; Elon Borton, president of Advertising Federation of America, and Edward L. Greene, general manager of National Better Business Bureau.

The matter of agency personnel, and its training, will be the subject of the second portion of Thursday morning's meeting. John P. Cunningham, partner in the Newell-Emmett Co., and AAAA director-in-charge, will preside, assisted by Richard Turnbull, AAAA vice president. Fletcher D. Richards, president of the company bearing his name, and his committee on agency personnel will present some agency training programs and proposed booklets on the fundamental truths of advertising.

Objectives of Tests

Objectives of AAAA examinations for advertising, and appraisal of the accomplishments of the tests to date, will be presented by John E. Wiley, chairman of the board, Fuller & Smith & Ross, and his examinations committee, assisted by the 16 council and chapter committees offering the tests in 1949.

Thursday afternoon will be left to the discretion of attendees, who may devote the time to sports. There will be no organized luncheon or cocktail parties on the opening day. Annual dinner, to be held Thursday night, will have no speakers, or speakers' table, but will be formal.

Friday morning's business session, to be headed by Thomas D'A. Brophy, Kenyon & Eckhardt president and AAAA board chairman, will feature a presentation on ethics. Mr. Goshorn, assisted by George L. Ogle, AAAA staff executive, will outline the first two years of the organization's interchange on objectionable advertising, omitting identification of individual advertisements, and discuss the continuation of the interchange. They will also outline current violations of ethics in agency competition, mainly in solicitation.

Following recess, a research session will be held, conducted by F. B. Ryan Jr., Ruthrauff & Ryan president and AAAA director in charge, aided by Kenneth Godfrey, AAAA staff executive. Subjects to be considered, under the general heading of "developments in the social sciences and what they may hold for advertising in the future" include: The economic position of advertising in today's market, distribution changes influencing advertising, advertising and full employment, what the rise in the educational level means to advertising, and polling methods.

Friday's luncheon, presided over by the newly elected chairman of the board, will feature as speakers H. T. Appleton, president, and C. Anstice Brown, director, Institute of Incorporated Practitioners in Advertising, London, England. Other speakers at Friday's luncheon are still to be announced.

Registration for the meeting is announced as $15 for members and guests, $5 for ladies.

IRE SESSION

Four-Day Convention Opens in N. Y.

WITH A GENERAL convention theme of "Radio-Electronics—Servant of Mankind," the 1949 convention of the Institute of Radio Engineers opens today at New York's Hotel Commodore and Grand Central Palace. During the four-day meeting, some 15,000 experts in the technical aspects of radio are expected to attend the technical sessions at the hotel and visit the show at the nearby exhibition hall, where more than 220 concerns will display more than $6 million worth of radio apparatus of every kind, from minute parts to complete broadcasting stations.

Nearly 200 technical papers and special sessions will be presented, covering scientific advances in knowledge and engineering techniques achieved during the past year. Among the subjects scheduled are television; AM; FM; pulse modulated broadcasting systems, which can carry a dozen or more programs simultaneously on a single channel; "semi-conductor crystals devices which can do almost everything accomplished by vacuum tubes, electronic computers, radar devices and many more.

Meeting will formally open at 10:30 this morning (March 7) in the Grand Ballroom of the Commodore, with an address on "Perpetual Youth and the IRE" by I. S. Coggeshall, Western Union Telegraph Co. The technical sessions, which will run for the duration of the meeting, will be further supplemented with a cocktail party Monday evening, the president's luncheon honoring IRE's incoming president, Stuart L. Bailey of Jansky & Bailey on Tuesday, and the annual banquet Wednesday evening.

Frank Stanton, CBS president, will make the banquet address on "Television and People."

ANA SPRING MEET

Tentative Agenda Announced

TENTATIVE time-table and speaker commitments for the Assn. of National Advertisers' annual spring meeting were announced last week. The three-day session, to be held March 23-25 at the Homestead, Hot Springs, Va., calls for a "thorough analysis of the problems advertising departments are called on to solve today," according to the program established by a committee of ANA members headed by Bill Drisler, Cannon Mills Inc. advertising manager.

Other program committee members include: John W. Hubbell, Simmons Co.; Walter Lantz, Lambert Pharmacal Co.; Howard Chapin, General Foods Corp.; L. Rohe Walter, The Flintkote Co.; W. B. Potter, Eastman Kodak Co.; Donald S. Frost, Bristol-Myers Co., and Russ Ziegler, Cluett, Peabody & Co.

Ad Budgeting

According to the tentative time-table, the meeting will open Wednesday morning with a session on "budgeting advertising expenditures to do an adequate job in good times and bad."

By means of a dramatic sketch, case histories and speakers yet to be announced, advertisers are promised answers to such questions as: When to spend freely and when to cut down; the advisability of advertising in bad times by a company whose trademarks are household words; and the reasons for increasing advertising in 1949. Case histories will show that consistent advertising pays off in greater market value per share, and that companies that advertise extensively have lower total general, selling and administrative costs, and higher profits, than those that don't.

Afternoon Agenda

Wednesday afternoon, the subject of "getting more sell into your advertising" will be discussed, with members outlining the why's, how's, and when's of using heavy sell or broad institutional copy.

Thursday's session will feature a solid treatment of television and where it stands, and what the advertiser can expect from it in the next couple of years. On the list for discussion are "what can TV commercials do for your product" and "the pros and cons of going into television now." The video presentation is part of a general meeting on media effectiveness in selling goods, and a discussion on the best channels through which to reach consumers.

Friday Sessions

Two concurrent sessions will be held on Friday. One will concern "speeding consumer goods' sales at the retail level" and the other "speeding sales of industrial products."

Audiences at the consumer goods meeting will hear James Rotto, vice president of Washington's Hecht Stores on "Why Some Manufacturers Lose Out at Point of Sale and Why Others Cash In." The consumer session will also feature a clinic on merchandising, displays and retail sales training.

Friday afternoon will be devoted to a speakerless session, featuring questions and answers on timely problems. "Something New in Entertainment," a program created for ANA by NBC, will climax the three-day session on Friday night. ANA urges that members stay Saturday and Sunday for a week-end of sports, resting, or getting acquainted with fellow members.

Court Review Bill

A SUBCOMMITTEE of the House Judiciary Committee last week approved a bill permitting applicants seeking court review of FCC actions to file their appeals in the U. S. Court of Appeals in the judicial circuit in which they reside [BROADCASTING, Feb. 28]. The bill (HR-2915), authored by Rep. Sam Hobbs (D-Ala.) was introduced Feb. 21. It was favorably reported to the full committee March 2 by a subcommittee, headed by Rep. Hobbs.

WHAS

Hearing on Louisville Purchase Underway

FCC HEARING on Crosley Broadcasting Corp.'s $1,925,000 purchase of the WHAS Louisville properties rounded out its first week last Friday with virtually no mention yet of what is considered the No. 1 issue—the question of overlap between WHAS and Crosley's WLW Cincinnati.

The case, which includes the question of additional time for completion of WHAS-TV as one of the major issues, is expected to require much or all of this week for completion. The television extension occupied the first two days of last week's session, but much of this testimony was incorporated into the transfer proceeding.

Crosley President James D. Shouse told FCC Examiner Leo Resnick that WHAS would become more of a "regional" station, with operations to a greater extent tailored for the entire service area, if the Crosley purchase is approved.

Praises WHAS

Praising WHAS operations as now conducted by the Louisville *Courier-Journal* and *Times*, he said this was the only substantial change in Crosley plans, except to expand service wherever possible. The trend toward a greater regional operation would apply particularly to advertising and news and would give WHAS a type of operation more closely comparable to that of WLW, he said.

WHAS authorities, formally asking for additional time to April 1 to complete WHAS-TV, but conceding that six to nine months or more may be needed, attributed their delay primarily to delays in construction of their new $10 million radio - newspaper building, which will house all the radio stations. The AM-FM outlets are now slated to begin moving into the new building in April.

Mr. Shouse said Crosley, which would set up the television station if the extension is granted and the transfer approved, could have WHAS-TV on the air with test pattern within six months "very easily," in view of Crosley's experience in building WLWT (TV), which is operating in Cincinnati, and WLWC (TV) Columbus and WLWD (TV) Dayton, which are scheduled to start test patterns within a week.

WHAS spokesmen assured the Commission they would proceed with the TV construction in event the sale to Crosley is not approved. They have not yet ordered major video equipment because they were not in a position to use it until the new building is available, they declared. Orders for equipment will be placed, they reported, about July 1 or 30 days after FCC action on the WHAS transfer, whichever is later.

No Changes Seen

Mr. Shouse foresaw no staff changes for WHAS under Crosley ownership but said rate increases might be made and indicated an effort would be made to increase the proportion of commercial programs from the present 68% (1948 composite week) to about 81%.

He said WLW and WHAS, both clear channel stations, would not be affiliated with the same networks and would be separate operations. WLW is now an NBC outlet and WHAS is affiliated with CBS, but ABC is known to be seriously interested in securing the affiliation of the Louisville station. WHAS is on 840 kc and WLW on 700 kc, both with 50 kw.

Barry Bingham, who with his family owns all the outstanding stock of the *Courier Journal* and *Times*, WHAS parent, sketched the history of the clear-channel AM station and its FM and facsimile affiliates and outlined their overall service aims. Lisle Baker Jr., vice president and treasurer, detailed the corporate structures, reviewed the decision to sell the radio stations and outlined television plans.

Explains Operations

Victor A. Sholis, director of WHAS, explained AM operations, audio and TV work, and traced the history of the TV permit, granted in September 1946, while Orrin Towner, technical director, went into the background and plans for television from an engineering standpoint.

Mr. Shouse, key Crosley witness at the opening sessions, meanwhile saw television making a "terrific" impact on other media. In the next few years, he said, broadcasting is going through a phase of "uncertainty as to the future" such as it has never faced before. The impact is already being felt but "it's nothing compared to what it will be in a year," he predicted.

He said he would expect to lose $150,000 to $175,000 in the first year's operation of WHAS-TV, whose construction he thought would cost Crosley around $500,000. This loss would compare with about $320,000 in WLWT's first year and about $170,000 expected for the first year of the Columbus station and $150,000 for the one at Dayton. Losses on the latter two, he said, should be less than on WLWT because programming costs will be kept down through the exchange of program via microwave relay.

Examiner Resnick suggested at one point that it would be "helpful" if Crosley would furnish additional

(Continued on page 66)

PRINCIPALS in FCC's hearing on sale of WHAS Louisville to Crosley Broadcasting Co. and extension of time to complete WHAS-TV included (l to r): Top photo, David E. Partridge, sales promotion director of Crosley's WLW Cincinnati; Robert E. Dunville, Crosley vice president and general manager, and Crosley President James D. Shouse; second photo, FCC Attorneys Walter R. Powell Jr. and Sol Schildhause, and Examiner Leo Resnick (seated), who presided; third photo, Victor A. Sholis, WHAS director; Neville Miller, Washington attorney for WHAS; Lisle Baker Jr., vice president and treasurer of Louisville Courier Journal & Times Co. and its WHAS Inc., and Orrin Towner, WHAS technical director; bottom photo, Frederic J. Ball and D. M. Patrick, Washington counsel for Crosley; Dwight Martin, Crosley attorney, and H. Preston Coursen, general counsel of Avco Mfg. Corp., owner of Crosley.

FCC FEDERAL STATUS

Absorption by Commerce Fears Allayed

A LEGISLATIVE recommendation that FCC be absorbed in the Dept. of Commerce—a move feared by many radio observers—failed to materialize last week in the Hoover Commission's report to Congress on organization of that department.

Prospects of the Commission's retaining its independence appeared even brighter on the basis of a Hoover Commission task force report on regulatory agencies, which accompanied the Commerce Dept. report, filed today (March 7) with Congress. The task force report does not constitute recommendations of the Hoover Commission itself, but it is considered significant. The official report of the Hoover Commission on regulatory agencies is expected to be delivered to Congress the latter part of this week.

It was felt by the task force that the FCC should decide whether a panel system should be inaugurated within the agency.

In addition, the task force found:

- Serious weaknesses in the performance of the Commission.
- Deficiency in planning and policy-making.
- Insufficient attention to common carrier activities.
- Repeated departures from stated policies of the FCC.
- Untapped staff resources.

The task force recommended that the FCC launch a short-range planning program to "break the log jam that now confronts the Commission."

Relief from the pressure of business cannot be achieved, the task force maintained, "unless the Commission defines its regulatory program, formulates the policies needed for its achievement, and organizes its resources so as to dispose of its business in the most efficient and expeditious manner."

The FCC staff, the report said, should be organized on a functional basis and in place of the present professional units, there should be "a series of bureaus corresponding to the major areas of responsibility of the Commission."

It was recommended that the full Commission divorce itself from administrative problems except for policy questions of the basic moment such as major organization changes and appointments of top staff personnel.

Nine agencies came within the area of the task force's study. These include FCC, Federal Trade Commission, Securities and Exchange Commission, and the National Labor Relations Board.

The task force report was prepared by Robert R. Bowie, Harvard law professor, chairman and Owen D. Young, former chairman of the board of General Electric, former chairman of RCA, and now a director of ABC.

In its comments covering all the agencies generally, the task group concluded that "the independent commission is a useful type of agency for regulation under certain conditions and should be continued for such specialized tasks."

Independent agencies were recognized as being better for impartiality of regulation; for group policy making and decisions and familiarity or expertness with problems.

Oppose Favoritism

It was pointed out that there is "a wide latitude inherent in effective regulation" which "opens the door to favoritism and unfairness in administration." For this reason the regulatory agencies, the report said, must be "insulated from partisan influence or control." The independent commission was designed to meet this need, the task group said. "The number of members and their security of tenure are intended to assure freedom from partisan control of favoritism," the report explained.

"The group," it continued, "is able to resist outside influence more effectively than an individual and each member is free from the threat of removal as a source of pressure."

Another attribute of commission action, the report said, is that "it requires concurrence by a majority of members of equal standing after full discussion and deliberation."

In citing the need for high pay to attract capable men, the task force outlined the turn-over of commissioners in the FCC. In 14 years, the report said, the FCC lost 17 members, of whom 1 served 11 years and another 9 years. The remaining 15 averaged about 3½ years. Of the 7 incumbents, 1 has been a member for 14 years, but the other 6 are new, with an average of about 1 year.

Golub Report

The FCC section of the report generally reflected the findings and recommendations of a preliminary study made by William W. Golub, associate of Sherman & Sterling & Wright [BROADCASTING, Nov. 1, 1948].

In this section of the report it was found that FCC "had failed to determine or clarify certain basic policies which would both permit greater delegations to the staff and simplify the Commission's consideration of many cases.

"Finally, the discussions at Commission meetings have frequently been unduly extended particularly when more than five Commissioners were present."

It was noted that FCC's responsibilities with respect to common carrier industries had received only secondary attention and that "other radio services are being developed and exploited with a minimum of Commission guidance."

The report charged FCC, in its regulation of grants or denials of applications, had "repeatedly departed from . . . stated policies, without any definitive revision of them, although revisions were clearly called for."

FCC's inability to tap its staff resources was recognized by the group as "a serious impediment to the Commission's realization of its full potentialities as a regulatory agency."

The emergency short-range planning program, recommended by the group, would be under the direction of the chairman. It would be directed toward "defining the immediate problems in communications regulation of greatest import and the manner in which those problems should be handled."

"It will determine," the report continued, "those policy issues which require immediate resolution and the extent to which further

(Continued on page 62)

LEGISLATION

TV Growth Requires Study

CAREFUL consideration must be given a number of policy questions arising from television's rapid growth before specific legislative recommendations can be made, Sen. Edwin C. Johnson (D-Colo.) indicated last Tuesday.

Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee in which communications legislation originates, made this observation after reviewing FCC's reply to a series of questions he had propounded on the visual medium [BROADCASTING, Feb. 28].

Views of the Commission had been solicited by the legislator as an aid to the committee in preparing legislative recommendations.

The Commission in its 17-page report, sent by Chairman Wayne Coy, told Sen. Johnson the need for a "comprehensive network investigation" had long been felt in the FCC. This comment was inspired by a question as to whether consideration had been given by the Commission on the prevention of "monopoly control both in the manufacture of the equipments used for transmission and reception of television, as well as in the broadcast of the programs."

A majority of the Commission felt that no rule could be drawn to require television set manufacturers to notify buyers of possible obsolescence.

MOVIES
2 ¢
SID HIX

Drawn for BROADCASTING by Sid Hix

"Let's face it, Kelvin . . . Television is beginning to hurt!"

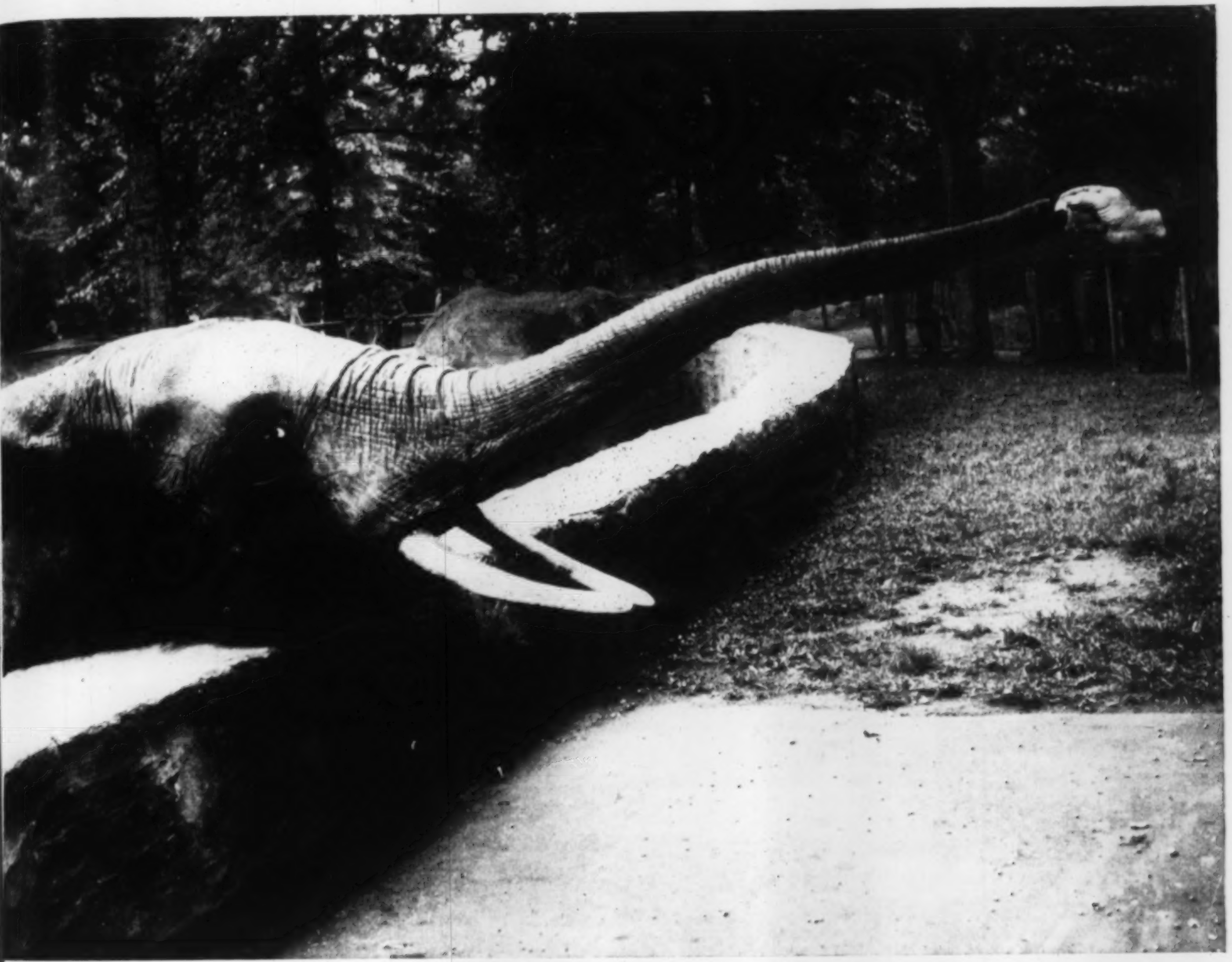
Further Study Necessary

Sen. Johnson told BROADCASTING that a further study of television and the regulatory question concerning it must be made. Legislation may or may not prove necessary as the result of the study, Sen. Johnson said.

FCC's reply neither retarded nor enhanced chances for legislation on the matter of set obsolescence, Sen. Johnson said. The necessity of more study does not mean, Sen. Johnson explained, that he was "finding fault" with the Commission report.

Additional views on the obsolescence question were offered by Comr. Frieda B. Hennock. She took exception to the opinion of Comrs. Coy, Rosel Hyde, E. M. Webster and Robert F. Jones that the ultimate decision must be made by the consumer and he must bear

(Continued on page 62)



Boarding-house reach

This old elephant knows how to get results! He has that boarding-house reach that gets the tid-bits he likes so much.

Reach is important in radio advertising, too. Your message has to reach the people you want, it has to move them to buy your product or service.

There's one best way to reach the buyers in the Baltimore market. You just buy W·I·T·H, the BIG independent with the BIG audience. This is your *best* buy—it's the *most economical*.

You see, W·I·T·H regluarly delivers more listeners-per-dollar than any other station in town. It's the big bargain buy! W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area. Get the full W·I·T·H story from your Headley-Reed man today.

W·I·T·H

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed

NAB BOARD

New Directors Experienced

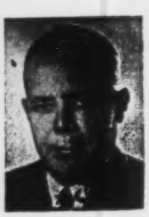
SIX new NAB directors who will attend their first board meetings during the Chicago convention [BROADCASTING, Feb. 28], bring to the board extensive experience in station operation along with backgrounds in state association and NAB committee activities.

They will attend the board's April 9 all-day meeting as guests. At that time six directors will complete their service. Among them will be Paul W. Morency, WTIC Hartford, director-at-large for large stations. Mr. Morency has been a leading figure in NAB affairs since its organization in 1923 and has served on the board much of the time. He has served continuously since 1939 as either director-at-large or director for District 1.

The new board will meet April 14-15 after the convention, a two-day meeting being scheduled because of the expected list of major industry problems to be worked out after the Management Conference.

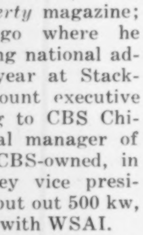
Brief biographical sketches of the new directors follow:

JAMES D. SHOUSE, elected as one of the two directors-at-large for large stations, is president of Crosley Broadcasting Corp. and a vice president and director of Avco. Mfg. Corp. Twice in the past decade he has served as an NAB director-at-large and was director of District 7 (Ky., Ohio), 1945-47.


Mr. Shouse

Born in Newcastle, Ky., in 1903, Mr. Shouse received a master's degrees in economics at U. of Cincinnati; taught market research; sold advertising for *Liberty* magazine; joined CBS Chicago where he handled many leading national advertisers; spent a year at Stack-Goble as Swift account executive in 1936-7, returning to CBS Chicago; named general manager of KMOX St. Louis, CBS-owned, in 1938; named Crosley vice president at time WLW put out 500 kw, and operated jointly with WSAI.

KENYON BROWN, elected director-at-large for medium stations, is serving his first term on the board, but has been active in NAB affairs both at KWFT Wichita Falls and at his predecessor post, KOMA Oklahoma City. Last year he was chairman of the District Resolutions Committee and has been a member of NAB executive committees.


Mr. Brown

Born in Kansas City in 1913, his first job was as instructor at First National Radio & Television School, Kansas City. He still holds a first class ticket. He was engineer and announcer at the former KXBY Kansas City; announcer at KCKN Kansas City; announcer and sportscaster at Iowa Broadcasting Co. stations; active in sales at KVOO Tulsa, and then general manager of KOMA.

FRANK U. FLETCHER, WARL-FM Arlington, Va., becomes a board member for the first time, representing Class A FM stations. As secretary-treasurer of Virginia Assn. of Broadcasters and as a radio attorney he is familiar with overall industry problems.

Mr. Fletcher

Mr. Fletcher was born in 1912 at Sparta, N. C. He took pre-legal work at North Carolina State, law at Wake Forest College of Law and did graduate work at Duke Law School under NAB President Justin Miller, then dean of the school. He joined the FCC law staff in 1934; moved into private practice in 1939 with Stephens, Spearman, Sykes & Roberson; in 1942 joined law staff of Alien Property Custodian; during war handled ordnance contract work for Army; returned to radio law practice in 1945. He is half-owner of WARL and WARL-FM.

ALLEN M. WOODALL, new director representing District 5, is president and general manager of WDAK Columbus, Ga., and vice president of WCOS Columbia, S. C. He has been active in the Georgia Assn. of Broadcasters, of which he is immediate past president, and is chairman of the 1949 U. or Georgia Institute.

Mr. Woodall

Mr. Woodall was born in 1902 at Columbus; graduate, U. of Georgia, 1923; worked 1923-38 on Athens and Columbus newspapers; became advertising manager of *Alabama Journal*, Montgomery, 1938; when paper was sold to opposition daily in 1940 he went over to WSFA Montgomery; returned to Columbus in 1923 when WDAK moved there from West Point, Ga., as station manager and partner; formed Radio Columbus Inc. in 1945 and bought WEAK from original owners; active in civic and religious (Methodist) affairs.

FRANK MERRILL LINDSAY Jr. (he uses Merrill), new director-at-large for small stations, pictures the job "as being one to represent small stations, Period." He has been general manager of WSOY Decatur, Ill. (formerly WJBL) since 1939 and doubles in commentator and sports roles. His industry activities include NAB committees and presidency of Illinois Broadcasters Assn. where he is serving a second term.

Mr. Lindsay

Mr. Lindsay was born in 1910 at Decatur; graduated from Kenyon College where he was active in athletics, and received MBA degree in 1935 at Harvard Business School; radio ham for years; went to work on Decatur newspapers in 1935, on the business side, and became WJBL business manager in 1937; during war was active in Navy radar, becoming lieutenant commander.

GLENN SHAW, elected director for District 15, entered radio in 1932 as a hobby in Ogden, Utah, reading news articles over KLO that city. A year later he joined KSL Salt Lake City as announcer and developed many child prodigies into stars. He became announcer-producer, then chief announcer and moved up to production manager and program director.

Mr. Shaw

In 1944 Mr. Shaw turned to national selling and in 1944 became general manager of KLX Oakland, his present post. He takes part in civic activities and is chairman of the Bishop's Council in the Oakland area of the Mormon Church. He was last president of Northern California Broadcasters Assn. merged last year into the present statewide association.

CONVENTION

Exhibitors, Sites Listed

THIRTY-SIX exhibitors will display their products and services in the largest equipment exposition in NAB history during the Engineering and Management conference to be held during NAB Convention Week April 6-13.

Displays will be set up in the Exposition Hall and foyer of the Hotel Stevens, Chicago, as well as in exhibit rooms on the fifth floor. Heavy equipment will be centered in Exposition Hall, immediately beneath the hotel's main lobby. The foyer of the hall will be included, with displays occupying 32,500 square feet.

Space has been allocated by NAB in the large hall as well as in the fifth floor exhibit rooms. Arthur C. Stringer, NAB staff director, again is in charge of the exhibits.

Only One of Its Kind

The display of AM, FM, TV and facsimile equipment is the only exposition of its type in the country, he pointed out. Exhibitors are planning to show new transmitters, tubes, components, towers and other items. The service firms will show the latest in transcription programs and libraries along with recording equipment.

A feature of the heavy equipment exhibit during the convention will be demonstration of the kinescope television recording process in operation.

The show will open at 9 a.m. April 7, just prior to formal opening of the Engineering Conference.

Exhibitors List

List of exhibitors in Exposition Hall as announced by Mr. Stringer:

Amperex Electronic Corp.; Andrew Corp.; Collins Radio Co.; Communication Products Co.; Daven Co.; Allen B. DuMont Labs; Encyclopaedia Britannica; Federal Telephone & Radio Corp.; Gates Radio Co.; General Electric Co.; Graybar Electric Co.; Machlett Labs; RCA Victor Division; Radio Inventions Inc.; Raytheon Mfg. Co.; Stewart-Warner Electric Division; Western Electric Co.; Westinghouse Electric Corp.; Broadcast Music Inc.

Some of the heavy equipment exhibitors also will have fifth-floor rooms.

Exhibitors on this floor:

Associated Program Service; Capitol Records Inc., Transcription Division; Collins Radio Co.; Daven Co.; Fairchild Recording Equipment Corp.; Federal Telephone & Radio Corp.; Harry S. Goodman Radio Productions; Graybar Electric Co.; International News Service, Television Dept.; Lang-Worth Feature Programs Inc.; London Library Service; Machlett Labs; Magnecord Inc.; NBC Radio Recording Division; Presto Recording Corp.; RCA Victor Division; Radio Television Publicity Corp.; Radiotime Inc.; SESAC Inc.; Standard Radio Transcription Services Inc.; Western Electric Co.; Westinghouse Electric Corp.; Wincharger Corp.; Federic W. Z. Co.; BMB; BMI.

DISTINGUISHED Merit Awards in radio were made fortnight ago by the National Conference of Christians and Jews [BROADCASTING, Feb. 21]. Among those receiving the honor are: Left photo—Paul A. Loyet (l), vice president and resident manager, accepts the award for WHO and WHO-FM Des Moines from George O'Malley, chairman, 1949 Brotherhood Week; center photo—Justin Miller (r), NAB president and chairman of the Washington area radio committee for Brotherhood Week, makes the presentation to Secretary of Defense James Forrestal, who accepts on behalf of the Armed Forces Radio Services for its program, *Miracle of Brooklyn*. At left is Mrs. Frank A. Linzel, director, NCCJ Washington area office; right photo—Robert L. Coe (r), station manager of WPIX (TV) New York, accepts the citation for the station's *Television Chapel* program from Col. John J. Bennett Jr., deputy mayor of New York City.

SPOT SCRAMBLE

Networks, NARSR File Briefs

THE BATTLE over networks' rights to represent affiliates in the sale of national spot advertising was resumed last week—on paper—as the principal adversaries filed briefs with FCC summarizing their arguments in the December-January hearings [BROADCASTING, Dec. 6, 1948; Jan. 17].

The National Assn. of Radio Station Representatives, whose claims touched off the investigation originally, reiterated its contention that network activities in the representation field are contrary to the spirit if not the letter of the Commission's network rules, and should be stopped. The networks denied the charges and claimed FCC should drop the case.

Filed by Fly and Fitts

NARSR's brief, filed by former FCC Chairman James Lawrence Fly and William C. Fitts, of the law firm of Fly, Fitts & Shuebruk, maintained that there is a "basic" conflict between the sale of network and spot time, and that networks acting as affiliates' spot representatives are in a position to influence station rates and dominate station time.

"If it is bad public policy for a national network to own in excess of seven standard broadcasting stations," NARSR insisted, "is it not equally bad public policy for a network, by combining the functions of station representative and network, to control from 65 to 95% of a station's revenue?"

Arguments against network representation of AM stations apply "with even greater force" in television, the association continued.

It told FCC that failure to act in this case "would be an open invitation to the networks to take over the station representation business without limit."

NARSR's position was supported by Edward Petry & Co., a NARSR member, in a petition filed separately through Paul D. P. Spearman, Washington counsel.

Referring to network representation of stations, the Petry brief said:

"Whether anything wrong has been done up to date or not is beside the point . . . The only question for the Commission to decide is: Does the possibility of something wrong or against the public interest being done exist? The obvious answer to this question is in the affirmative."

CBS' offer to limit itself to the representation of a maximum 15 stations, the Petry brief maintained, was an admission that network activity in this field "is fundamentally and clearly wrong."

CBS, NBC, and ABC filed briefs supporting their right to represent stations and declaring that such representation actually enables the stations to render better public service. They were supported in briefs by KSL Salt Lake City and WRVA Richmond.

'For Their Benefit'

NBC claimed that to rule networks out of this field would reduce competition and restrict the stations' freedom of choice, and would fail to benefit the stations financially. NARSR members are acting "for their benefit" in seeking to exclude the networks but have failed to make a case, the network contended.

The brief, filed by Gustav B. Margraf, NBC vice president and general counsel, and by William R. Perdue Jr. and Thomas E. Ervin, insisted that spot representation creates no "conflict of interests" for the networks and violates neither the "letter or purpose" of the network regulations. The stations, NBC argued, "have full power to prevent any abuses."

Through Judge Samuel I. Rosenman, Ralph F. Colin and Richard S. Salant, attorneys, CBS told the Commission that the evidence presented by NARSR "is theoretical, argumentative, and inaccurate, and is neither relevant nor probative." NARSR, the brief asserted, failed to establish the "existence or potentiality of evils" which would justify exclusion of the networks from spot representation activities.

ABC similarly asserted that national spot and network broadcasting are "highly competitive" and that representation by networks violates neither the law nor the public interest. The ABC brief was filed by Joseph A. McDonald, network vice president and general attorney, and David S. Smith, Andrew G. Haley, James A. McKenna Jr., and Vernon L. Wilkinson, counsel.

The KSL brief was submitted by attorneys Ernest L. and Glen A. Wilkinson, and WRVA's by attorney Charles F. DuVall.

In addition to their owned stations, CBS represents five affiliates (WAPI Birmingham, WBT Charlotte, WCAU Philadelphia, and WRVA and KSL); NBC one (WGY Schenectady), and ABC one (WMAL Washington).

WBAL TRIAL

Contempt Proceedings Today

WBAL Baltimore faces trial today (March 7) in Baltimore Criminal Court on a contempt charge for allegedly broadcasting a news report about a confessed murderer. Sitting will be Judge John B. Gray Jr., who last Jan. 28 found three other Baltimore stations guilty on similar contempt charges [BROADCASTING, Jan. 31]. These stations (WITH, WFBR, WCBM) were fined by Judge Gray.

In an answer to the charges WBAL claimed last week through Attorney Karl F. Steinmann that Rule 904 of the Baltimore Supreme Bench, prohibiting publication of many facts in crime cases, is unconstitutional on several grounds and may not be properly applied to radio.

Should the station be found guilty, Mr. Steinmann contended it should be released without penalty since there was no attempt to obstruct justice. He reminded that a committee of the Maryland Bar Assn., consisting largely of judges, has failed to reach a conclusion in a similar rule proposed for the state courts.

FOLSOM HONORED

Russell Gives Party

MEMBERS of the Cabinet, Congress, government and the military attended a cocktail party for Frank M. Folsom, president of RCA, March 2 at the Carlton Hotel, Washington. The party honoring Mr. Folsom was given by Frank M. Russell, Washington vice president of NBC.

Mr. Folsom, who became RCA president last December, is well known in Washington circles after his war service there. He was one of the nation's first industrialists to enter government service before the war, having joined the National Defense Advisory Commission as assistant coordinator of purchases in 1940. In 1941 he was named special assistant to the Under Secretary of the Navy and Chief of Procurement.

Members of the FCC present were Chairman Wayne Coy and Comrs. Freida Hennock, Rosel Hyde, Robert Jones and E. M. Webster.

Mr. Folsom (center) and Mr. Russell (l) greet Hon. Charles Sawyer, Secretary of Commerce, at the cocktail party.

STARK-LAYTON

Packagers Blaze Manhattan Radio Trails

WITHIN slightly over two years the former advertising manager of Crawford Clothes, New York, and the top-ranking time salesman for New York's WMCA have built one of that city's leading radio packaging partnerships.

Today Jerry Layton, the Crawford man, and Wilbur Stark, the time salesman, are running a flourishing business with a number of valuable properties. They not only own various radio programs, but direct and produce them, and manage talent as well.

Among other shows, Mr. Stark and Mr. Layton have *Red Benson's Movie Matinee*, heard over WOR New York-Mutual, Monday through Friday at 3 p.m. They also have a management contract with the m.c.-singer-comedian, Mr. Benson, and have leased his services to U. S. Tobacco for *Take A Number*, heard Saturday at 8:30 p.m. on WOR-Mutual.

L to r: Mr. Layton, Kathi Norris (Mrs. Stark) and Mr. Stark.

* * *

Sportscaster Russ Hodges was signed by the pair and in April 1948 they sold him and the package, *Russ Hodges Scoreboard*, to WABD (TV) New York and the DuMont television network as the first five-times-a-week sports show in video. Mr. Hodges also has been signed to a fat Chesterfield-New York Giants contract whereby he will be head man in the Giants' baseball and football coverage. The Tournament of Champions prize fights over CBS-TV, sponsored by Ballantine Beer and Ale, also have been added to Mr. Hodges' roster of programs, in addition to the *Russ Hodges Quiz Show*, heard on WOR-Mutual Saturday at 5 p.m.

Last November Mr. Layton and Mr. Stark combined entertainment with a shopping service for video watchers and sold the *Kathi Norris Television Shopper* package to WABD and DuMont. Show is telecast by DuMont Monday through Friday at 9:30 a.m. Messrs. Layton and Stark also have a management contract with Kathi Norris.

One of the pair's first coup d'etats occurred in October 1947 when they signed platter spinner Jack Eigen to a management contract and sold him to the Copacabana for the first all-night record show from a night club. The original contract was for 13 weeks but the program went so well that it was switched to a 52 week non-cancellable contract. The contract has now been renewed for another year on WINS New York under the same non-cancellable terms. As in the case of all their programs, Mr. Stark and Mr. Layton own this show.

Another early acquisition of the team was the rights to *Scattergood Baines*, a dramatic show which had been aired by Wrigley's for several years on CBS and was taken off in 1945. On Feb. 2 the program started again as a weekly presentation of WOR-Mutual under the Wilbur Stark-Jerry Layton Inc. banner.

In addition to its other activities the Stark-Layton team has managed Bill Slater, radio scripter Sheldon Stark, m.c. Bob Dixon, musical director Ben Ludlow, sold a package, *Col. Humphrey Flack*, to NBC as a summer replacement for the *Henry Aldrich show*, sold Jack Eigen to DuMont for a weekly TV show, sold Brown Shoes the 15 minute pre-game telecasts of the New York Yankees baseball and football games, sold Kathi Norris and a weekly half hour variety and public service package show, *Teen Canteen*, to WPIX (TV) New York, sold scripts to National Biscuit Co. for *Straight Arrow* on Don Lee network (three a week over MBS) and dabbled in various and sundry other activities in radio and television.

Met in 1939

The pair met in 1939 and closed their first business deal in 1942 with their origination of "bulk advertising." It started when Mr. Layton bought 30 Crawford spots a week on WMCA from Mr. Stark. After four weeks the Crawford schedule was stepped up to an average of ten hours a week on WMCA, one of the largest local time sales of radio history.

The men did business together for several years and after their discharges from the service formed the partnership.

Mr. Stark, who will be 37 in August, was born in Brooklyn. He attended Manual Training High School and then took advertising, drama and motion picture photography courses at Columbia U. After a stint as a Gimble Bros. shoe salesman and an account executive with a small advertising agency, Mr. Stark joined WMCA in 1936.

While with WMCA Mr. Stark became the station's top salesman, bringing in such accounts as Modern Industrial Bank, A. S. Beck, Sweetheart Soap and Pabst Beer, to which he sold $173,000 worth of time on one of the largest local baseball deals in history. He is married to Kathi Norris. They have a three year old daughter, Pamela.

Mr. Layton was born in New York City nearly 38 years ago. After high school he attended the First Institute of Podiatry and almost became a chiropodist. He decided he did not care for this type of work and secured a job as publicity man for an independent motion picture exhibitor.

Joined Crawford Firm

Quitting this job, Mr. Layton joined Crawford Clothes as one of the assistants to the general manager. As the company grew Mr. Layton grew with it and later handled personnel and public relations in addition to acting as advertising manager.

In December 1943 Mr. Layton retired from Crawford Clothes to become sales promotion and publicity manager of WINS New York. Within three months, however, he was in the Army as a producer and only non-playing member of the official U. S. Army Air Force Band.

After his Army work Mr. Layton returned to WINS for a brief period before joining Mr. Stark. Mr. Layton is unmarried.

Business of Broadcasting

One of a Series

RRN MERGER

Cornell, Foundation Sign Pact

AN INTERIM agreement between Cornell U. and the Rural Radio Foundation was signed last week as a preliminary to the final merger of the two interests in operating the Rural Radio Network of upstate New York [BROADCASTING, Feb. 28].

Pending completion of final details of the merger, a 90-day management contract was signed by the university and the foundation, which owns the FM network. Michael R. Hanna, general manager of Cornell's stations, WHCU and WHCU-FM Ithaca, was appointed general manager of the network.

R. Bruce Gervan, present manager of RRN, will become a member of the boards of directors of both Rural Radio Foundation and Rural Radio Network. Mr. Hanna, however, will be the principal executive, it was understood.

The Cornell stations, WHCU and WHCU-FM, do not figure in the merger, it was pointed out. The two stations remain the exclusive properties of Cornell, but their staffs will be used for duties with the FM network.

The final contract establishing the merger is expected to be completed within the period covered by the interim agreement and will be submitted to the FCC for its necessary approval.

HOLLAND

Booraem Heads New Firm

FORMATION of Holland Productions, with offices at 27 East 11 St., New York, was announced last week by Hendrik Booraem, former national program manager of MBS, who heads the company.

Mr. Booraem

First presentation of the new radio and television package firm is *Experience Speaks*, which was slated to become a weekly MBS series, 8-8:30 p.m. last Friday. Program features guests selected by the editorial board of *Experience* magazine, with Bill Adams as host.

Prior to his Mutual post, Mr. Booraem managed the Hollywood office of the Hutchins Agency. Before his war experience as a Navy lieutenant in charge of production for the Armed Forces Radio Service in Hollywood and overseas, he was a radio producer and supervisor with Young & Rubicam. Before entering radio, Mr. Booraem appeared in Theatre Guild stage productions, co-authored a Broadway play and stage managed another.

GOLDEN VALLEY COUNTY

IS PART OF NORTH DAKOTA

SO IS **Big Aggie**

The Floyd Bosserman family and farmstead, Golden Valley County, North Dakota.

Fifty friends of the Floyd Bosserman's joined WNAX at Beach last fall in a banquet honoring North Dakota's winners in the 5-state WNAX Farmstead Improvement Program. Presentation of $1,000 in merchandise to the Bosserman family, entertainment by the high school chorus and a report from the North Dakota judging team highlighted the informal evening.

The Bosserman's, whose farmstead is only a stone's throw from the Montana border, were selected as winners over competing entrants from 24 North Dakota counties.

A radio station surely becomes a vital part of a state when it guides hundreds of its families to a better way of life. In NORTH DAKOTA, in IOWA, NEBRASKA, MINNESOTA and SOUTH DAKOTA, 1,043 families, representing 203 counties, are participating in WNAX's 3-year campaign for better living on the farm. What better way of — *serving the Midwest Farmer?*

Represented by
THE KATZ AGENCY

570 KC
5000 WATTS
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WNAX

SIOUX CITY - YANKTON ***AFFILIATED WITH THE AMERICAN BROADCASTING CO.***

AWB MEET

Business Theme Planned

USING the theme "The Business of Broadcasting," members of the Assn. of Women Broadcasters, NAB's feminine branch, will hold a three-day workshop convention March 10-12 at the Drake Hotel, Chicago.

Coming before the association's sixth annual meeting will be a reorganization plan by which AWB achieves status as a department within NAB where its official rank has been rather hazy for some years. The NAB board endorsed the department plan at its February meeting [BROADCASTING, Feb. 21]. Previously AWB's board had voted overwhelmingly in favor of the idea.

Heading women's activity at NAB is Pat Griffith, who forecast attendance of more than 400. Presiding at the opening membership meeting Thursday will be Ruth Crane, WMAL Washington, AWB president. General chairman of convention arrangements is Elizabeth Marshall, WBEZ Chicago.

Among speakers will be A. D. Willard Jr., NAB executive vice president, and George Jennings, president of the Assn. for Education by Radio and director of the Chicago Radio Council and WBEZ, as well as agency and advertiser officials.

The week has been proclaimed "Woman Broadcaster's Week" by Martin H. Kennelly, mayor of Chicago. In his proclamation the mayor noted that the event will "focus public attention on the increasingly vital role being played by women in the field of communications, as in other branches of business and professional life."

Membership of 1,500

Formed in 1942, AWB now has an active membership of 1,500 who are staff members of stations or broadcast over NAB member outlets. NAB board's recent action strengthening AWB's place in industry affairs included appropriation of funds to make the plan effective, including advisory sessions of an AWB executive committee and election of AWB district chairmen in the 17 NAB districts.

Proceedings will open at the Drake Thursday morning with registration, committee meetings and unscheduled radio activities. First membership meeting starts at 2 p.m. followed by a tea at which the Millinery Fashion Bureau of New York will exhibit spring hats. Buffet and entertainment are planned in the evening with J. Walter Thompson Co. as host.

Friday morning delegates will attend the ABC *Breakfast Party* broadcast and then be guests of Swift & Co. at breakfast. Business meeting is scheduled 10-12 a.m. including a panel of NAB officials on the subject, "Coordinating NAB-AWB." Robert K. Richards, NAB public relations director, will preside. Participants will be Lee Hart, retail coordinator; Maurice B. Mitchell, director of broadcast advertising; Harold Fair, program director, and Miss Griffith.

Mr. Willard will be guest speaker at the Friday luncheon. Charles C. Caley, WMBD Peoria, NAB District 9 director, will introduce Mr. Willard. A fashion show will be part of the luncheon program. At a business meeting in the afternoon the AWB reorganization plan will be voted on by active members. A meeting of associate members will be addressed by Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York. Cocktail party is planned afterward with dinner at which National Assn. of Greeting Card Publishers will be host. Toastmaster will be Steve Shannon, association president.

Work session starts at 9:45 a.m. Saturday. Anne Hayes, KCMO Kansas City, will be moderator of a panel of station managers and women broadcasters, with the topic, "The Woman Broadcaster and Her Station Manager." Another panel, slated for 11:15, will deal with "New Ideas for Women's Programs." Presiding will be Beulah Karney, WENR Chicago.

Taking part in the first morning panel will be William B. Quarton, WMT Cedar Rapids, Ia., NAB District 10 director; Harold Safford, program manager of WLS Chicago; Marie Clifford, manager of WHFC Cicero, Ill., and Elinor Lee, WTOP Washington. Members of the second panel will be Mary Louis Marshall, WOC Davenport, Ia.; Alice Brewer White, WTAR Norfolk; Julie Benell, WFAA Dallas; Bee Baxter, KSOO Sioux Falls, S. D.

Saturday afternoon panel will be conducted on the topic, "Television, the Eyes of Tomorrow." Moderator will be Fran Harris, Ruthrauff & Ryan. Participants will be Norman Richards WSPD-TV Toledo; Edythe Fern Melrose, WXYZ-TV Detroit; Martha Gaston, KFOX Long Beach, Calif.; Rita Hackett, WLW-TV Cincinnati; Miss Crane.

Closing session will be held at 5 p.m. followed by cocktails and buffet sponsored by the Grocery Mfrs. of America.

Registration for the entire convention will be $15.

'FAVORITE STORY' PROMOTION

KOIL Omaha Wins $500 First Prize

FIRST PRIZE in the Frederic W. Ziv Co. *Favorite Story* promotion contest has been won by KOIL Omaha, Neb. William J. Newens, KOIL manager, received the $500 prize from Jack Howard, local Ziv Co. representative, during ceremonies at the station.

The prize was given to the station "which extends the greatest cooperation . . . along publicity and merchandising lines . . . to the local sponsor of the *Favorite Story* contest." Omaha Public Power District is the KOIL sponsor.

Evidence of activity was presented by KOIL to the Ziv Co. contest in a 14 by 20 inch folder containing 72 pages. There were nine chapters in the presentation, one for each field of promotional effort.

Activities of the station included: Signs on 125 Checker Cabs; special displays in the book department of three of Omaha's leading department stores; special printed entry blanks which were given wide distribution in schools, clubs, department stores, electrical retail stores and through the station; purchase of time on Creighton U.'s campus station; ads in neighborhood and school papers; counter cards, and a heavy schedule of promotional spots on the station.

In addition to the promotional effort of the station, its presentation also won congratulations from the Ziv Co. which said in part in its telegram notifying the station of the award: "Heartiest congratulations on a truly great presentation."

Allen & Reynolds Advertising Agency handles the Omaha Public Power account.

* * *

Mr. Newens (second from r) displays the check which KOIL won to (l to r) Donald Dahlberg, KOIL promotion manager; Mr. Howard; J. E. Davidson, general manager, Omaha Public Power District, and Carl Joens, account executive with Allen & Reynolds.

HONOR AD MEN

Four to Get Syracuse Medals

SYRACUSE U. will award medals to four men for outstanding service in advertising as a feature of Advertising Week in Syracuse March 21-25.

Mr. Beals

Receiving the honors at a dinner March 25 at Hotel Syracuse will be: Lee H. Bristol, president, Bristol-Myers Co.; Don Belding, board chairman, Foote, Cone & Belding; Gerald W. Cunningham, general mail order advertising and sales manager, Sears, Roebuck & Co., and Neil H. Borden, professor of advertising, Harvard School of Business Administration. Mr. Bristol will be principal dinner speaker.

Co-sponsors of Advertising Week are the Syracuse Advertising and Sales Club and Syracuse U. Plans for the week include exhibits, talks on advertising before service clubs and business groups, advertising contests and displays by merchants.

Leslie M. Beals, director of advertising and sales promotion for Carrier Corp., is general chairman of the Advertising Week committee. Co-chairman is Dean M. Lyle Spencer, Syracuse U. School of Journalism.

Climaxing the week's activities will be a forum March 25 featuring five outstanding advertising personalities. Participants and their topics include: Theodore S. Repplier, president, Advertising Council, "Advertising as a Public Service"; James A. Peckham, executive vice president, A. C. Nielsen Co., Chicago, "Measuring Advertising Effectiveness"; Budd Gore, advertising manager, Marshall Field & Co., Chicago, "Advertising as a Selling Tool"; Wesby R. Parker, vice president in charge of sales, General Foods Corp., "Advertising as a Distribution Force," and Harold H. Dobberteen, vice president and director of media, Benton & Bowles, New York, "Advertising Methods of Communication."

The Patroon Becomes a GIANT

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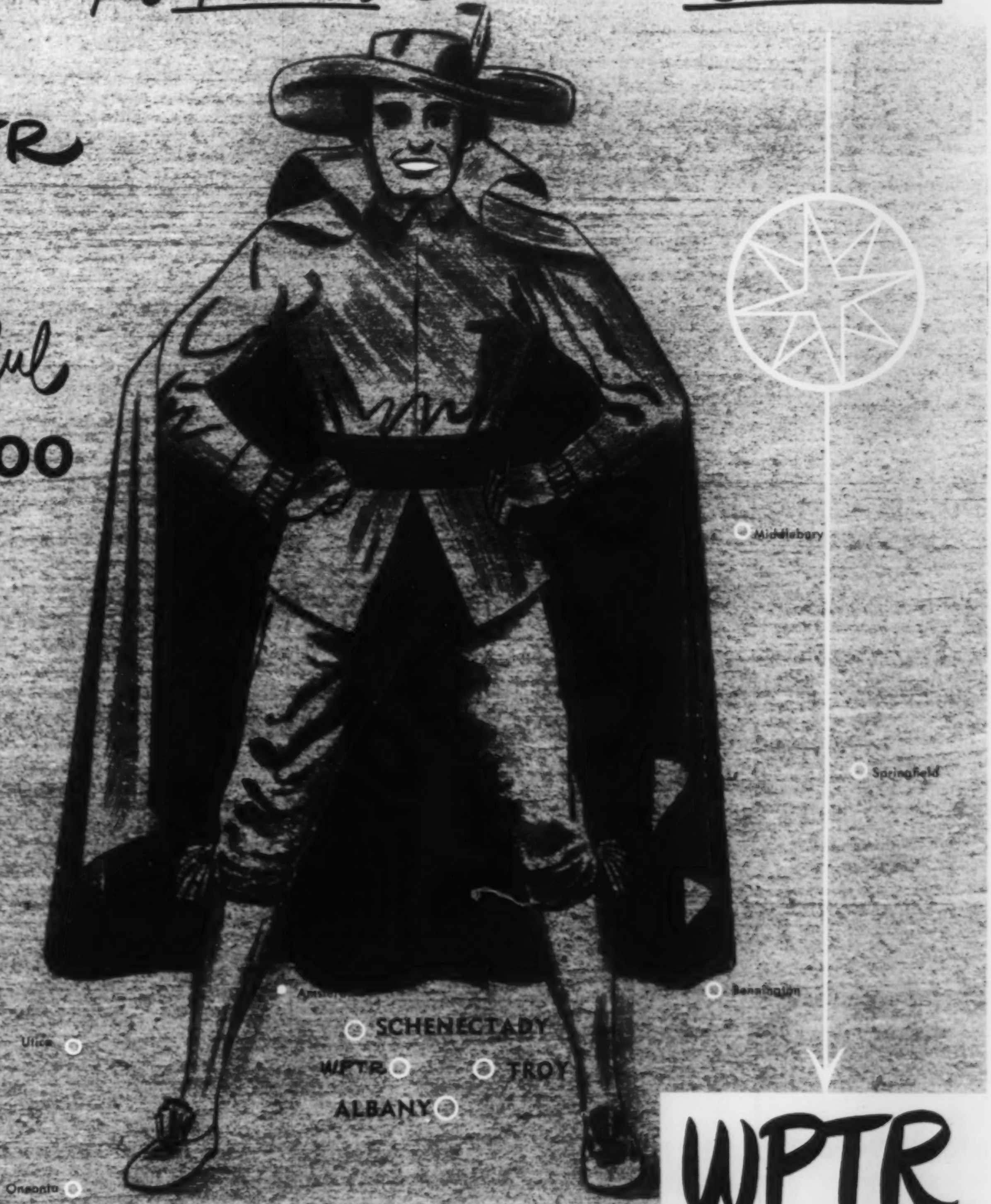
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ALBANY · SCHENECTADY · TROY
NOW 10,000 Watts — Night & Day
REPRESENTED BY RAMBEAU

a dominating influence in the RICH Northeastern U.S. market

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.

The *Affiliates* of the National Broadcasting Company hereby express unanimous and enthusiastic approval of the network's program policies, past, present and those proposed for the future.

Further, they are in complete accord with NBC's plan to afford opportunities to new American talent, and are confident that this field has unlimited potentialities. *To the end* that all NBC programs, present and future, shall have the widest opportunity, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry—so that NBC shall further strengthen its position as *the nation's number one network.*

A Service of Broadcasting Newsweekly

TELECASTING

MARCH 7, 1949

RATINGS

Pulse, Hooper Disagree on TV

CONSIDERABLE interest—and some confusion—developed in video circles last week when The Pulse and Hooper gave widely variant ratings to New York audiences of *Broadway Revue*, video show sponsored by Admiral Corp. for a Friday evening hour on both the DuMont and NBC TV networks.

The Telepulse report for the Feb 4 show, by quarter hours, divided the audience as between WABD (DuMont) and WNBT (NBC) as follows: WABD—21.3, 22.0, 20.0, 20.0 (average—19.2); WNBT—20.0, 19.3, 19.3, 18.0 (average—20.8). Hooperating for Feb. 11 gave WABD 4.3, WNBT 46.3.

Questioned about this incredible discrepancy, the Hooper organization stated:

"The possible explanations of the wide differences are three: The surveys are right; the total audience was smaller on Feb. 4 (Pulse 40.0) than on Feb. 11 (Hooper 50.6), with WABD experiencing a precipitous drop between the first (20.8) and second (4.3) broadcast. The samples are different in character, therefore results are not comparable. The methods are different and produce different results."

Hooper View

Probably neither the difference in dates nor in type of sample—telephone homes for Hooper, cross-section for Pulse—explains the difference in the two reports, according to Hooper, who credited the difference in results to the different techniques of the two organizations—coincidental questions by Hooper, aided recall for Pulse. Because "persons remember old programs better than new" the Admiral program is rated lower by Pulse than by Hooper, the latter concluded. And, because there is no reason for remembering stations or channels, Pulse would tend to rate both WABD and WNBT alike, with the slight advantage of WABD probably due to its being listed first.

"Rarely," concluded Hooper, "will the industry be presented with such an open and shut case, so replete with evidence of the basic reasons for not placing reliance for audience measurements on a method (aided recall) which is controlled by the multivarious vagaries of human memory—sometimes to the complete exclusion of the facts in the case."

Answering the last point first in its open letter of rebuttal, Pulse stated that while on Feb. 4 its station list read "WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX," the Jan. 28 Pulse roster listed the stations as "WPIX, WABD, WATV, WCBS-TV, WJZ-TV, WNBT."

The results of the survey, said Pulse, were: WABD—25.3, 25.3, 25.3, 22.0; WNBT—34.0, 34.0, 30.7, 28.7.

"Here," Pulse commented, "WNBT in last order was comfortably ahead of WABD."

For the same programs the Hooper figures were: WNBT 36.4, WABD 18.1. Noting, Pulse asked: "How can Hooper explain the difference of WNBT 36.4 to 46.3 and WABD 18.1 to 4.3 on his own surveys?"

To clinch the argument that the roster position has nothing to do with the ratings, Pulse reported on a special survey in which half the lists were headed by WABD, half by WNBT. Results showed WNBT rating slightly lower in the second group, although ahead of WABD in both batches.

"There are many reasons for differences," The Pulse concluded, "but let us consider the following:

"Does Hooper include 10 counties in his survey? Manhattan, Brooklyn, Queens, Bronx, Nassau, Westchester, Hudson, Bergan and Essex? The Pulse does.

"Does Hooper include non-telephone families in his sample? The Pulse does. Almost 20% of television families are without phones.

"Does Hooper have a representation sample of television families in the survey? The Pulse does. Because: Our monthly radio sample is designed along probability lines. From this area sample we draw our source of television addresses which are placed in our file of addresses. Each month using a cluster design, a probability sample of television families is drawn for the survey.

"We have made three exhaustive studies of television reception, for CBS—one, and ABC—two. We have extremely small differences in the reception of WABD and WNBT. These differences would not lend credence to such a one-sided result as the last Hooper.

"If, as it appears, the audience is closely divided among the two stations, using small samples as we do can easily produce results hovering around an even division in which first one station leads and then the other leads."

This debate may well be continued in Chicago this week, when representatives of Hooper, Pulse and Nielsen will address the National Television Conference being held in that city, March 7-9.

AT&T SERVICE

13 More Cities Slated For Video Lines

THIRTEEN cities will be added to the television network system of the AT&T by the end of this year, the company announced last week.

By the end of 1949, the AT&T said, 8,200 miles of television channels, both coaxial cable and radio relay, will be in operation reaching a total of 27 cities. The company's announcement gave complete plans for expansion of television facilities this year.

Cities which will be joined to the network in 1949 are Providence, Wilmington, Lancaster, Erie, Rochester, Dayton, Columbus, Cincinnati, Albany, Syracuse, Schenectady, Utica and Rome, N. Y.

Radio relays will link Providence to the present network terminal at Boston and Wilmington to the AT&T facilities in Philadelphia. Connection with these two cities will be complete before summer.

Lancaster and Erie will be tied in with the Pennsylvania coaxial circuits. Rochester will be reached by radio relay from Buffalo. Dayton will be on a coaxial circuit from Toledo and from Dayton radio relay will be used to reach Columbus and Cincinnati. These connections will be complete by next fall.

A coaxial link will feed Albany from New York, and radio relay will service Syracuse from Albany. Schnectady, which is close to Albany, and Rome and Utica, which are near Syracuse, can be fed off these main circuits, the company said. The Albany-Syracuse extensions will be ready "toward the end of the year," the company said.

The 1949 Bell System expansion plans will add 450 route miles of radio relay and 300 route miles of coaxial cable to the television network.

In addition to the new links to be added in 1949, the Bell System also will provide more channels on some existing main routes, the company pointed out. It has already announced additional circuits between Philadelphia and Chicago to be available about May 1. Three more television channels between New York and Philadelphia and another channel between Philadelphia and Washington will also be equipped some time this year, although the date is uncertain.

In the West, a radio relay circuit fitted out for television will connect Los Angeles and San Francisco early next year. This project has already been announced by the Pacific Telephone & Telegraph Co.

Meanwhile, work is progressing, the company said, on a radio relay between New York and Chicago which will also provide service to some intermediate points. The company's plans for this route were filed a year ago with the FCC.

At the outset, the New York-Chicago radio relay will provide one television channel in each direction, the company said last week. The number of channels will eventually be increased. The first two circuits will be open some time in 1950.

WAGA-TV

Starts March 8 in Atlanta

WAGA-TV Atlanta tomorrow (March 8) takes to the video channels with its regular commercial telecast schedule. Owned by the Fort Industry Co., Detroit, with George B. Storer Jr. as television station manager, Atlanta's newest television station is a CBS and DuMont network affiliate, operating on Channel 5.

James E. Bailey is managing director for WAGA-AM, FM, and TV.

Test patterns, on which reports of good reception have come from points as far away as Macon, Ga. Alabama and Tennessee, have been on the air since Feb. 19. Regular programming will be on a seven days, 21 hours a week schedule.

ATLANTA'S

waga•tv

IS ON THE AIR TUESDAY, MARCH 8

Now, Atlanta takes its place as the South's leading television market as Atlanta's promotion-minded WAGA-TV takes to the air.

For availabilities call your nearest KATZ AGENCY representative.

CBS • TV AFFILIATE FORT INDUSTRY STATION CBS TV-AM-FM WAGA CHANNEL 5, ATLANTA

Telestatus

Further Report on N-E's Videotown

(Report 49)

NEWELL-EMMETT Co. has made another visit to its secret test video community to find out how television, now no longer a novelty, is influencing the lives of viewers.

The New York advertising agency's investigators found that life in its so-called "Videotown" is now different, somewhat more social in many respects than in pre-TV days.

People stay home more. Families have a new big common interest at the hearthside. Set owners entertain more, go to movies less. The facts and figures developed by the agency have import for any sponsor considering the habits of televiewers.

Of Widespread Interest

The study also is important to a station operator for its breakdown of listener preferences and loyalty to TV. It has value to set manufacturers because of the information it provides on what determined the size of screen purchased, what member of the family instigated purchase, what the buyer did to investigate the receiver situation before purchasing.

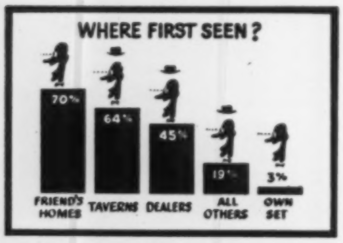
Newell - Emmett concludes its "Videotown Revisited" investigation, which is the second chapter in what will be a continuing study, with these words:

"Now that television has lost its bright sheen of novelty, is viewing less intense? On the contrary, owners are more interested in their television sets now than they were at first—the result of more programs, better produced. Today, three out of four owners plan the use of their sets ahead of time, checking newspaper listings. In fact, Videotowners are so satisfied with their sets and so convinced of television's entertainment value, that almost every owner would advise friends to buy a set, too."

The study reveals that video owners are so enthusiastic about television that they tend to over-exaggerate their use of sets.

According to owners' estimates of their listening, 94% of all sets are used each day. This is apparently 8% overestimate, actual usage studies showing 86% of the sets in use on any given day.

Owners estimate their listening time at four hours a day, with four people per set making up the average set audience. This, too, was an alleged overestimate. Checks showed that only three hours a day, with just three people watching, was the actual listening time and audience.



Interest in televiewing did not materially lessen as the novelty period of set ownership receded, the study showed. Actual sets in use on a given day, broken down by date of purchase, showed:

Purchase Date	Sets-in use
First half of 1947	80%
Second half of 1947	86%
First half of 1948	88%

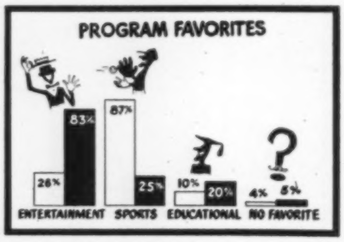
Newell-Emmett draws the conclusion from these figures that the length of ownership has little influence on the use of sets and that this is so probably because the expected lag in the novelty element has been offset by more and better programming.

Better Programming

The agency has a further finding to show that better programming has aided the size of the video audience. It found that set owners who bought their receivers before 1948 are, proportionately, listening more now than they did when they first purchased. Figures developed on this point were in answer to the question, "Are you using your set as often now as you did when you first got it?" The answers:

	Pre-1948 Set Owners	1948 Set Buyers
More	43%	28%
Same	42%	60%
Less	15%	12%

Newell-Emmett also found that Videotown men enjoyed sports far more than other types of TV entertainment, while with women the situation was reversed (see Figure above; white for men, black for women).

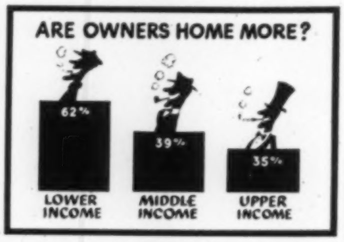


The study further found that television has aided the family relationship, cementing the bonds of family interest among 35% of the lower income group and 20% of the upper.

The greater impact on lower income groups is ascribed to the fact that purchase of a set represents a greater entertainment investment than among the higher level income groups. Oddly enough, however, lower income classes continue to go to the movies more than upper classes, despite set ownership.

The question on living habits was. "In what way has television affected your family living habits?" The answers:

NO CHANGES	
Upper income	22%
Middle income	21%
Lower income	10%
CHANGES	
Spend More Time at Home	
Upper income	35%
Middle income	39%
Lower income	62%
Have More Company	
Upper income	43%
Middle income	36%
Lower income	31%
Developed Common Family Interests	
Upper income	20%
Middle income	27%
Lower income	35%
Go to Movies Less	
Upper income	20%
Middle income	13%
Lower income	6%
Interrupts Children's Routines	
Upper income	10%
Middle income	7%
Lower income	3%



Videotowners bought sets in the early days primarily because Pop was a pioneer. Figures show, on all income levels, it was the husband who has always been the main instigator of set purchasing. Dad's influence, however, is now on the decline and other members of the family are becoming increasingly influential in agitating for set ownership. Opposition to set ownership has been present in set families in only one out of five homes. Mom has been the opposition. Says the report:

Expense Factor

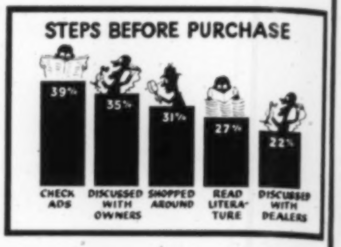
"She generally thought it entailed too great an expense, possibly wanting instead to put the money into a new refrigerator or washing machine if they were going to make such an investment."

Figures on who instigated purchase of sets follow:

Husband	67%
Son	11%
Wife	3%
Daughter	1%
Other	2%
Two or more members of family	16%

Once having determined to buy a set, Videotowners approached the purchase much more carefully than they did the buying of a radio set. Purchasers made a fairly extensive canvas of the set situation, as figures reveal:

BEFORE SET PURCHASE	
Talked it over with friends who had sets	
Television	35%
*Radio	25%
Talked it over with friends who did not have sets	
Television	23%
Radio	No data
Read descriptive literature	
Television	27%
*Radio	5%



Checked ads	
Television	39%
*Radio	12%
Shopped at different stores	
Television	31%
*Radio	38%
Discussed sets with dealers	
Television	22%
Radio	No data

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* Radio figures obtained from Newell-Emmett surveys made two years before.

On purchasing, most people are out to get the biggest screen they ean for their money. Upper income groups tend to buy the large screen sizes. Pocket book apparently controls size of screen. Figures:

WHAT DETERMINED SCREEN SIZE?	
7 Inch	
Pocketbook	62%
Room	10%
Satisfactory size	10%
10 Inch	
Pocketbook	31%
Room	21%
Satisfactory size	12%
Supply available	12%
12 Inch	
Pocketbook	10%
Room	10%
Largest table model	29%
Wanted large screen	24%
Nc eye strain	14%
15 Inch and larger	
Wanted large screen	74%
No eye strain	16%
Satisfactory size	5%
Best size for room	5%

* * *

TV SET figures reported to BROADCASTING during the past week:

Washington, D. C.—37,400 as of March 1, reported by Washington Circulation Committee.

Fort Worth-Dallas, Tex.—6,992 as of March 1, reported by WBAP-TV Fort Worth-Dallas.

* * *

GEORGE FOX CORP.

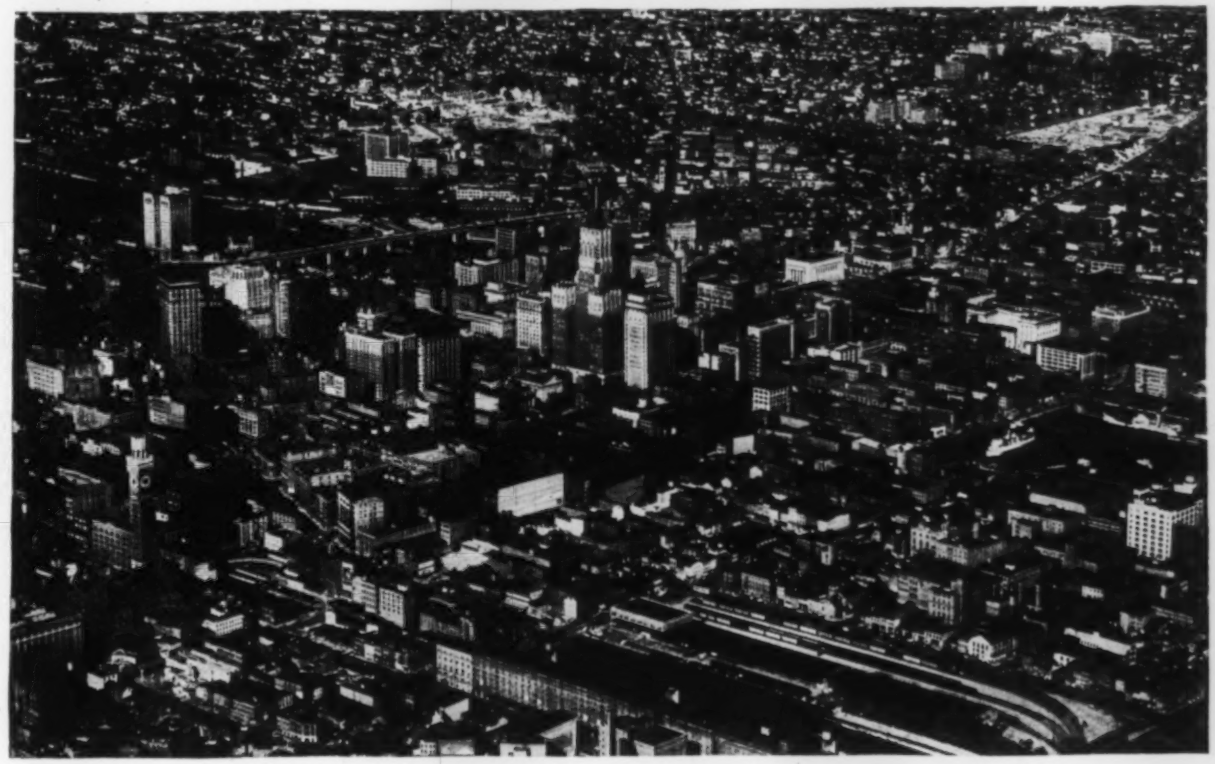
To Handle Fox Television

GEORGE FOX Corp., Los Angeles, has been set up as a California corporation capitalized for $150,000. This firm will handle all television activities of the George Fox Co., while latter will continue to specialize in production of commercial and educational films.

Officers are George Fox, president-treasurer; James L. Brock, vice president; Fray Hobson, secretary. Move was necessitated, firm explains, by rapid increase in volume of television business secured in past six months.

WMAR
THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY | BALTIMORE 3, MARYLAND



Look closely at a city's heart

See the ocean-going ships docked right in the downtown area? (*right, center.*) It is the port of Baltimore, the No. 1 United States port in export trade and No. 2 in total commerce.

See the railroad terminals? (*bottom right.*) They haul millions of tons of cargo to and from the humming port. More than 45,000,000 tons of cargo, including some 25,000,000 tons of overseas commerce, move through the port of Baltimore each year.

See the thousands of homes? The metropolitan area of 1,300,000 people enjoyed a 25 percent population boom in the last eight years. Baltimoreans are proud of their homes. The percentage of home owners in Baltimore is one of the highest in the country.

Look very closely and maybe you can see just a few of the television aerials leading to the more than 40,000 homes in the Baltimore area that now have television receivers.

Now look at the very center of the picture. See the tall building dominating this prosperous area? It is from atop that tall building in the heart of the Baltimore metropolitan area that WMAR-TV transmits its television programs welcomed into the homes of Maryland televiewers.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

IATSE VS. NABET

TV Rift Grows

AN ALL-OUT jurisdictional war between IATSE and NABET over television technicians appeared to be shaping up last week as the result of the intensifying of earlier skirmishes and battles between the two unions.

Major move in the dispute was a news conference called by Richard F. Walsh, international president of IATSE, to answer a blast issued by NABET a week before [BROADCASTING Feb. 28]. NABET at that time charged that IATSE made "peace in the television industry impossible."

Mr. Walsh, meeting the press Thursday morning in his New York office, said IATSE did not want war, but would fight one "with any economic means at our disposal."

He made it plain that if the two unions did not settle their differences by April 30, when NABET's contracts with NBC and ABC terminate, IATSE would project itself into both those situations.

Differences Are Basic

The differences, it appeared from analysis of statements made by members of both unions, are basic.

NABET, an unaffiliated union whose title is National Assn. of Broadcast Engineers and Technicians, believes that television technical jobs are primarily an extension of radio technical jobs, that its members are therefore the proper employes to man video machinery.

IATSE, an AFL union whose full title is no less than International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, claims that it is false to consider television an extension of radio. Instead, IATSE claims that video is, in most job categories, more properly an extension of the stage and screen which demands that workers skilled in the science and crafts of stage and screen man studio jobs.

Mr. Walsh asserted the NABET position meant that it desired to encroach on IATSE.

"It means that we're not just in a jurisdictional fight," he said. "It means that the question of our survival is at stake."

He said that in talks with NABET officials IATSE recognized that NABET was primarily a union of electronic engineers.

"In many talks with NABET representatives," he said, "we have recognized the operation of the electronic camera and all the jobs back of that camera as electronic work. We maintain, however, that what goes on in front of the camera is in the proper province of IATSE."

Mr. Walsh said he attempted to reach agreement with NABET similar to that IATSE has with the International Brotherhood of Electrical Workers, AFL. This agreement, not previously made public officially, is an unwritten understanding, said Mr. Walsh. Although he did not explain it further, it is known that major types of maintenance and repair were to belong to IBEW and minor maintenance and operations to IATSE [CLOSED CIRCUIT, Jan. 24].

In at least one case, IBEW and IATSE have divided jurisdiction 50-50.

In the NABET camp, Clarence Westover, national executive secretary, acknowledged that NABET believed IATSE would take offensive action against it.

Mr. Westover said Mr. Walsh had informed NABET that IATSE would seek by infiltration and propaganda to take over all job functions IATSE saw fit. He said NABET members would resist these efforts with all their power.

"We will not voluntarily, as has IBEW, give up our jobs because some one else asks or covets them," he declared.

He denied that NABET is encroaching on IATSE.

'Not Encroachment'

"We're staying strictly in radio and television broadcasting," he said, "and where they go our highly skilled people will go. We do not go into theatres and don't expect to go into theatres, but we do expect to perform those functions which are ours for the television industry. This is not encroachment."

He asserted that television operations were different from those of the theatre.

Mr. Westover also indicated that it was unlikely that NABET would walk through the open door which IATSE proffered for further parleys, saying "It would be like walking into an open elevator shaft. And the sudden drop would only be the first step."

What immediately precipitated the current dispute between NABET and IATSE was a controversy between the two unions over lighting workers at NBC and ABC. The NBC matter came to an NLRB hearing in New York in January, at which time it was postponed until March 16 so the two unions could work out a settlement "out of court."

During the efforts to settle this matter "out of court" in a way which also would control the ABC matter, NABET said IATSE made "exhorbitant demands" on it—demands which went beyond the lighting question to types of work which NABET considered to be in its province. It was then that NABET charged IATSE with making peace impossible in the television industry.

KFMB-TV JOINS CBS

KFMB-TV San Diego last week agreed to become the 31st affiliate of CBS, Herbert V. Akerberg, vice president in charge of station relations, announced. Affiliation becomes effective May 15. KFMB-TV, owned and operated by the Jack Broadcasting Co., San Diego, has been assigned Channel 8.

TALENT PLAN

For TV Gets 4-A Board OK

A NEW PLAN to settle the television jurisdiction question among talent unions was accepted by the international board of the Associated Actors and Artists of America Thursday.

The international board, in its turn, referred the plan to the various branches of the 4-A's for action by their respective boards.

Details of the plan were not made public. The plan itself was drawn up by a committee formed of presidents of the 4-A branches and rank and file members. They undertook the job of working out the jurisdictional question after an attempted merger of AFRA, Actors Equity, Chorus Equity and American Guild of Variety Artists failed and after a partnership proposal of Actors Equity also failed to find acceptance.

It is understood that under the new plan the national executive television committee for the AAAA would administer the television jurisdiction question for one year.

TELETALENT

AFRA Locals Dissatisfied

DISSATISFACTION with talent pay for television work was expressed in a roundup of sentiment from six AFRA locals in the current issue of the union's publication, *On the Air!*

Vinton Hayworth, chairman of the 4-A's TV Subcommittee on Wages and Working Conditions, reported for New York where he said between 220 and 250 of 2,800 AFRA members are regularly employed on some type of television program.

He said that although New York fees are higher than in other cities they are too small in relation to time and effort involved. He said younger members, anxious to get a foothold, were sometimes working for less than $1 an hour according to proper time computations.

In his report, he touched on these other complaints: Rehearsals are wastefully and carelessly scheduled; dressing-room conditions have been crowded and inadequate; a performer who gives up a radio engagement to appear on television loses money because of the lesser fee.

Other reports:

Philadelphia—Bill Hart, past president of Philadelphia local, said there was limited spending talent-wise. The feeling was, he said, that "the talent fee can always be a reducible item in evaluating the budget of a show." He said the fear was current that, although the city is the second biggest television market, it will deteriorate "because of the great exodus of talent as a result of fees."

Offers Talent Little

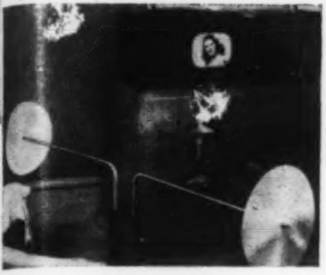
Dallas-Fort Worth—Jack Gwyn, national editorial representative, felt that television in his area offered little to talent except announcing. He foresaw that network and transcribed shows will make up the bulk of video offerings.

Detroit—Jay Michael, national editorial representative, described fees as "insultingly low" and that TV jobs are "far and few between." Opening of the co-axial cable from New York and Chicago has made local TV directors reticent about trying out new ideas and has caused them to cut out several local productions to make way for shows of name appeal. He praised sports coverage but said from an AFRA standpoint the consensus on TV work is: "Too much for too long for too little."

St. Louis—Harry Gibbs, president, St. Louis local, said there are three major problems in St. Louis television: 1, Lack of contract; 2, The existence of a monopoly; 3, Free talent. Pay scales have gone down, he said, with half-hour fees paying half as much now as last year. He looked forward to more stations but said that unless contracts are signed, AFRA members must "either lower their standard living wage or refuse assignments."

San Francisco—Ken Langley, editor of the *AFRANciscan*, said the first year of TV in the area will see a limited number of live, dramatic presentations, with most studio programs featuring demonstrations and visual talks.

Washington, D. C., and Baltimore—Stuart Finley, national editorial representative, felt there was no reason why Washington shouldn't be a good television town since it is good for radio talent. Baltimore he found poor. He said both Washington and Baltimore are using radio talent. He deprecated, however, the size of commercial fees, saying: "Some commercial fees are paid with amounts seemingly drawn out of a hat. A small hat."



THIS new indoor television antenna has just been announced by RCA. It is of an end-loaded dipole with birchwood base and 20 feet of 300-ohm transmission line. The aluminum discs resonate the antenna artificially, permitting practically all of the signal picked up to be delivered to the video receiver, RCA reports.

SAG ACTION

Live TV Plans Discussed

FOLLOWING failure of other unions to develop "any workable plan for organization and administration of live television field," the Screen Actors Guild has been ordered by its board of directors to commence immediate negotiations with employers.

In declaring its stand, SAG pointed out to its membership that the move is dictated by Equity's refusal to enter in a merger of eastern unions. Responding to demands of its membership "to take positive action to protect the interests of Hollywood actors working in television films," the guild has decided to move alone.

"Up to the present moment, there are no collective bargaining contracts establishing minimum conditions and wages for actors working in television films," SAG reports. But they have advised members "not to work for less than guild minimums."

The guild has also advised its members "not to sign some ridiculous personal contracts offered by some producers of television film, which in effect would have bound these actors to these particular producers for many years in all entertainment mediums, with no guarantee or certainty of equitable payment for the actors' services."

Accordingly, SAG has advised the several other unions of its intentions and is scheduling immediate meetings with television film producers and television networks, "looking to signing of contracts to protect interest of actors in television film." However the guild has also assured the other unions headquartered in New York that when they can "reach agreement on workable plan for organization and administration of live television field," the guild is ready and anxious to cooperate and enter into an agreement.

Meanwhile the guild's "special advice" to members is: Do not sign any agency contract covering television services for a period longer than one year; if you are offered a long-term or option contract for services in television film, before signing same bring it to the guild office for examination and discussion. Any other television problems arising among members are to be brought to new television department under head of Kenneth Thomson, television administrator.

PULSE VIDEO RATINGS

Top 10 Television Shows in New York for February

Once a Week

Texaco Theatre (WNBT, Tues.)	67.3
Godfrey Scouts (WCBS-TV, Mon.)	57.3
Toast of Town	46.0
Godfrey Friends	44.7
Admiral Brdwy. Revue	41.3
Goldbergs	38.7
Kraft TV Theatre	38.0
Boxing (WNBT, Fri.)	34.7
Phil Silvers	34.0
Orig. Amateur Hr.	33.3

Multi-Weekly Shows—Highest ¼ Hour Rating

Howdy Doody	27.0
Small Fry	25.0
Lucky Pup	19.1
Bob Howard	18.0
Pixie Playtime	11.8
Westerns	11.0
Kukla, Fran, Ollie	10.9
Junior Frolics	10.0
Six Gun Playhouse	9.8
Comics on Parade	9.2

Average ¼ Hour Sets-in-Use, Week Studied

Television Homes

Combined Radio & TV	33.2
TV	26.9
Radio	8.1

Chicago Telepulse Top 10 TV Shows Once a Week

Godfrey Friends	60.0
Texaco Theatre	55.0
Super Circus	46.0
Boxing (WENR-TV, Tues.)	43.0
Wrestling (WENR-TV, Wed.)	41.0
Break the Bank	41.0
Hockey (WBKB, Thurs.)	40.0
Hockey (WBKB, Sun.)	40.0
Boxing (WGN-TV, Fri.)	34.0
Lanny Ross	34.0

Multi-Weekly Shows

Kukla, Fran & Ollie	38.8
Small Fry	24.6
Lucky Pup	23.4
Howdy Doody	21.0
Little Bordy	20.6
Curbstone Cut-up	19.2
Uncle Mistletoe	18.8
Film Serials (6:30, WENR-TV)	17.2
Feature Film (2:30, WGN-TV)	13.3
Film Shorts (3:15, WGN-TV)	8.2

Average ¼ Hour Sets-in-Use, Week Studied

Television Homes

Combination Radio & TV	37.8
TV	29.3
Radio	10.5

Philadelphia Telepulse Top 10 Television Shows

Once a Week

Texaco Theatre	69.0
Godfrey Friends	67.0
Godfrey Scouts	65.0
Admiral Brdwy. Revue	54.0
Phil Silvers	50.0
Lanny Ross	50.0
Basketball (WFIL-TV, Thurs.)	46.0
Toast of Town	44.0
We, the People	44.0
Orig. Amateur Hr.	42.0

Multi-Weekly Shows

Howdy Doody	31.4
Small Fry	27.0
Make Mine Music	17.3
CBS-TV News	15.6
Homemakers Matinee	14.6
Lucky Pup	14.4
Sports Special	12.5
Camel Newsreel	12.2
Camera Headlines	11.4
Weather, Sports (WFIL-TV)	11.2

Average ¼ Hour Sets-in-Use, Week Studied

Television Homes

Combined Radio & TV	38.1
TV	29.5
Radio	10.6

Top 10 Network TV Shows, Combined New York, Chicago, Philadelphia Area

Texaco Theatre	66.5
Godfrey Friends	50.1
Toast of Town	43.2
Admiral Brdwy. Revue (DuMont & NBC)	42.7
Kraft TV Theatre	36.8
Phil Silvers	36.8
Orig. Amateur Hr.	34.1
Boxing (NBC, Fri.)	32.7
Lanny Ross	31.1
Break the Bank	30.1

(These Pulse reports are for February, first Pulse measurement since East-Midwest coaxial cable was made available.)

NTC IN CHICAGO

Sessions Slated March 7-9

ALL but five of the 53 scheduled speakers at the National Television Conference in Chicago's Palmer House have confirmed their appearances, James L. Stirton, president of the Chicago Television Council, has reported. Conference will be held March 7-9.

Among the speakers:

Jack Van Volkenburg, vice president in charge of CBS TV operations; Charles C. Barry, ABC TV vice president; Commdr. Mortimer Loewi, president of DuMont; Charles Denny, executive vice president, or Carleton Smith, TV director, NBC. Edgar Kobak, Mutual president, may attend also.

Frank Schreiber, general manager WGN Chicago; Leo Burnett, president of Chicago agency bearing his name; Wayne Coy, chairman of the FCC, or Paul Galvin, president of Motorola Inc.; J. R. Poppele, vice president in charge of engineering for WOR-TV and president of the Television Broadcasters Assn.; Hugh E. Davis, executive vice president and general manager of Foote, Cone & Belding, Chicago; Walter Damm, general manager of WTMJ-TV Milwaukee; C. E. Hooper, A. C. Nielsen and Dr. Sidney Roslow, president of The Pulse Inc.; Hal Roach, Hollywood motion picture producer; Lee Cooley, McCann-Erickson, New York, television director; Don McClure, N. W. Ayer, New York; Carl Haverlin, BMI president.

AT&T TARIFFS

Suspended for Video

FCC last week suspended American Telephone & Telegraph Co.'s revised tariffs on its network television interconnection policy [BROADCASTING, Jan. 24], calling for an investigation of their "lawfulness."

No date was set for the hearing, and authorities said it was not certain that one would be required since the issues are "similar" to those in the interconnection case already heard and now awaiting Commission decision [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948].

The telephone company's interconnection policy provides generally that AT&T will not interconnect its intercity TV facilities with those of broadcasters or other companies if AT&T facilities are available for the same area. The changes which FCC suspended were designed to clarify that policy and also related to allocation of channels on a quarterly instead of monthly basis, and expansion of local channel rate areas. They did not affect basic rates.

The changes were to have become effective March 1. The suspension is for the statutory three-month period (to June 1). FCC's action was taken on petition of Television Broadcasters Assn., Allen B. DuMont Labs, and Philco Corp. and Philco Television Corp., which have consistently opposed the interconnection policy [BROADCASTING, Feb. 28].

The Commission's suspension order noted that the changes were filed after the interconnection hearing was closed and that FCC should have an opportunity to study the record of that case before the revisions are permitted to become effective.

TV WRITERS

Contract Matters Weighed

TELEVISION writers should get both audio and video credit, it was argued last Monday at a meeting of the executive committee of the newly organized Television Writers Guild in New York.

It was one of numerous future contract matters discussed by the committee, which also appointed four subcommittees—membership, constitution, craft and markets subcommittees.

Other contract matters discussed included: Copyright in name of author; leasing of material with no outright sale; additional payments for re-use of material; additional payments required as additional stations use material.

Meanwhile, it became known that the Authors League, the parent union of TWG, is making efforts to overcome the pique of Screen Writers Guild, which has been vying for television writers' jurisdiction. The agreement sought by the parent organization would give TWG jurisdiction over all material written in the first instance for television whereas the SWG would have jurisdiction over all material written in the first instance for motion pictures.

Named to subcommittees:

Membership—Mrs. Kay Wood, chairman, Daisy Amoury, Sylvia Berger, Edward Mabley, Michael Zeamer, Dave Zelmar, Sandy Howard, Priscilla Kent, Will Glickman, Rosemary Roth, Joseph Cochran, Barbara Boothe.

Constitution—Philip Dunning, Benjamin Zavin, Henry Denker, Arthur Lodge (chairman to be elected).

Crafts—Philo Higley, chairman, Martin Gosch, Ruth Friedlich, Oliver W. Nicoll, Gertrude Berg and Worthington C. Miner.

Markets—Abram Ginnes, chairman, Ronald Dawson, Marian L. Dix, Rick Landed, Catherine O. Peare, Howard Rodman, Alvin Boretz, Elizabeth Hart, Charles Cinnamon, Anthony Guggenheimer, Larry Markes.

New Film Firm

PAPERS of incorporation for Golden Bears Productions Inc., television film firm, have been filed in Sacramento, Calif. Fern Mosk, former OWI specialist in visual education, is listed as president. Other officers are Ned Glass, formerly with New York City public school system, vice president, and Rose Karlin, secretary-treasurer. Capitalized at $100,000, with 100 shares no par, firm will specialize in film programs. All subjects will be half-hour length and in color. Production headquarters are at Nassour Studios in Hollywood. Filming begins April 1.

KGO-TV

San Francisco Video Outlet Testing

KGO-TV began regular test patterns in San Francisco last week, from one of the most unusual television locations in the U. S.—the famous Sutro Mansion between Mt. Sutro and Twin Peaks in the center of the Bay City.

ABC, owner and operator of KGO, purchased the mansion and six-acre estate from Adolph Sutro III, grandson of San Francisco's pioneer mayor. Purchase price was in excess of $100,000.

The price was only a fraction of what others interested in the property had offered to pay for it.

Mr. Sutro, an eccentric figure even in San Francisco, refused to discuss the sale of his home with anyone but Albert (Shorty) Evans, engineering manager of KGO. Staff members of KGO were not even allowed to enter the mansion during all the months of negotiations.

What KGO got was a sprawling, massive, hybrid Norman-French Provincial structure completely finished only on the first floor.

The only changes in the structure made by KGO were in the basement, a 15,000 square foot area with no supporting pillars. It was transformed into a modern office area containing the station's studios and transmitter, film and slide projection room, dressing rooms, workshops and garage and storage space.

Upper floors are used as offices, except for the "great hall," a 20 by 40 foot space with a beamed, vaulted ceiling two stories high. This room serves as an auxiliary studio and rehearsal room.

Grounds Practically Untouched

The grounds of the estate, wild and overgrown—mostly with Eucalyptus trees—will be left untouched except for a small area that was cleared for the new KGO tower.

The tower, rising 508 feet above Mt. Sutro, reaches higher than anything else in San Francisco—1,361 feet above sea level.

The tower will carry both KGO-TV and KGO-FM and will increase the station's FM power from 3 to 10 kw.

Total investment in the property and reconversion work thus far is approximately $500,000, according to Gayle V. Grubb, KGO general manager.

The station expects to begin telecasting regular programs by May 1, and will start out on a schedule of four hours daily during the evening. About one-third of the programs will be live, originating from the studios, one-third film and one-third will be telecasts of sports and special events.

The station currently is seeking a downtown studio location to augment the Sutro facilities.

Several zoning restrictions imposed by the San Francisco City Planning Commission are:

The property may be used only for the purpose of originating, receiving and transmitting frequency modulation, facsimile and TV broadcasts.

No structures other than the transmission tower may be constructed.

No substantial changes may be made in the Sutro home.

No trees may be removed in the area except where necessary for the tower's construction and for safety.

No more than 25 employes may be on the property at any one time; no audience shows may be held.

No new road-entrances to the property may be built.

ABC must retain ownership of the entire 6-acre estate and may not subdivide it.

OHIO NETWORK

3 Video Stations Join

WKRC-TV Cincinnati, WHIO-TV Dayton and WBNT (TV) Columbus have formed an Ohio television network. They plan to exchange programs of sectional interest, WKRC-TV announced last week.

Among these programs, WKRC-TV said, will be boxing, wrestling, hockey, basketball and other events from Cincinnati Gardens under sponsorship of Hudepohl Brewing Co. [BROADCASTING, Feb. 28]. WHIO-TV and WBNT plan to feed WKRC-TV major events taking place in Dayton and Columbus.

WKRC-TV and WHIO-TV, less than 50 air miles apart, will exchange programs via microwave relay. WBNT will not start exchanging until October, either by coaxial cable or microwave, WKRC-TV said.

WHIO-TV is already on the air, and WKRC-TV has moved up its starting date for commercial telecasts to April 1. WBNT also is expected to start in the near future.

The three stations all have newspaper affiliations. WHIO-TV (Dayton *Daily News*) is on Channel 13 (210-216 mc). WKRC-TV (Cincinnati *Times-Star*) is assigned Channel 11 (198-204 mc). WBNT, affiliated with the Wolfe newspapers, will be on Channel 10 (192-198 mc).

TPA Chartered

TELEVISION Producers Assn., Hollywood, has been chartered and recorded by State of California, according to announcement by Mal Boyd, acting president. Group plans to submit code of business practices this week to Los Angeles area television stations as well as to New York Independent Television Producers Assn. cooperating with it.

KGO-TV studios, TV tower and antenna at Sutro Mansion.

VIDEO RATES

Increases Announced

TELEVISION rates, held down by hitherto limited circulation, moved upward last week in keeping with greater receiver distribution in three cities.

WABD, the DuMont Television Network's owned and operated station in New York, changed its basic rate from $1,000 to $1,250 a nighttime hour, effective March 1. The new rate represents an increase of 25% while, network officials point out, set ownership in Metropolitan New York has increased 35% since Oct. 1, last rate increase time. Advertisers currently using WABD will not be affected by the rate change until Sept. 1.

In Pittsburgh, the DuMont owned and operated station, WDTV, changed its basic rate from $250 to $300 a nighttime hour, effective April 1. Current advertisers on the station will not be affected by the new rate until Oct. 1.

In Toledo, Ohio, WSPD-TV, CBS outlet, changed its rate, effective March 1, from $150 to $200 per nighttime hour. David V. Sutton, sales manager of CBS television network, said the increase gives partial recognition of the fact that there are now 8,000 television homes in the area, an increase of 16 times in set ownership over nine months ago. Old WSPD-TV clients will have the old rate until Sept. 1.

WBAP-TV Schedule

WBAP-TV Fort Worth has started seven-night-a-week operation. Since its debut last Sept. 29, the station had been off the air one night a week.

RATE CARDS

Published for WNBQ, WNBK

FIRST published rate cards for WNBQ Chicago and WNBK Cleveland, NBC owned and operated television stations, were distributed last week.

Hourly rates for the Chicago station during the Class A time period from 6 to 10:30 p.m. were set at $500 on a one to 12 times basis. For the Cleveland station, the same time periods on the same basis were scheduled at $200.

One-minute announcements on the Chicago station, live or film, were subject to $100 charges during the Class A period on a less than 13-times basis. The rate for the Cleveland station is $50. Station breaks were set by the stations at the same rate as one-minute announcements.

Typical rates from both cards:

WNBQ
1-12 times

Class A (6—10:30 p.m.): 1 hour, $500; 45 minutes, $400; 40 minutes, $375; 30 minutes, $300; 20 minutes, $250; 15 minutes, $200; 10 minutes, $175; 5 minutes, $125.

Class B (5—6 p.m., 10:30—11 p.m. Mon. through Fri; 1—6 p.m., 10:30—11 p.m., Sat. and Sun.): 1 hour, $375; 45 minutes, $300; 40 minutes, $280; 30 minutes, $225; 20 minutes, $190; 15 minutes, $150; 10 minutes, $130; 5 minutes, $95.

Class C (all other times): 1 hour, $250; 45 minutes, $200; 40 minutes, $190; 30 minutes, $150; 20 minutes, $125; 15 minutes, $100; 10 minutes, $90; 5 minutes, $65.

One-minute spots or 20-second station breaks: ClassA-$100; Class B-$75; Class C-$50.

WNBK
1-12 Times

Class A (6—10:30 p.m.): 1 hour, $200; 45 minutes, $160; 40 minutes, $150; 30 minutes, $120; 20 minutes, $100; 15 minutes, $80; 10 minutes, $70; 5 minutes, $50.

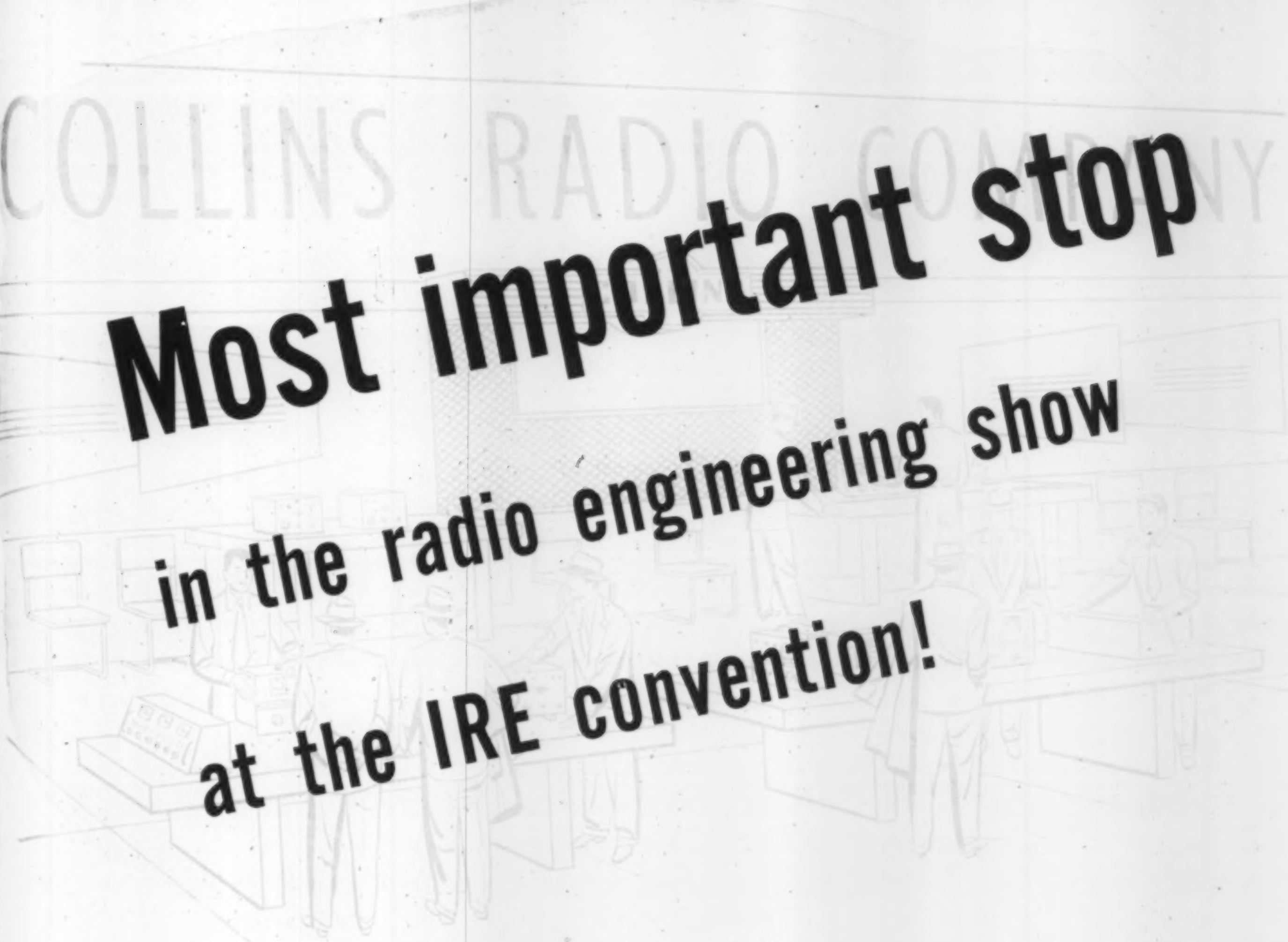
Class B (5—6 p.m., 10:30—11 p.m. Mon. through Fri.; 1—6 p.m., 10:30—11 p.m., Sat. and Sun.): 1 hour, $150; 45 minutes, $120; 40 minutes, $112; 30 minutes, $90; 20 minutes, $75; 15 minutes, $60; 10 minutes, $52; 5 minutes, $38.

Class C (all other times): 1 hour, $100; 45 minutes, $80; 40 minutes, $75; 30 minutes, $60; 20 minutes, $50; 15 minutes, $40; 10 minutes, $35; 5 minutes, $25.

One-minute spots or 20-second station breaks: Class A-$50; Class B-$40; Class C-$25.

WMAR-TV Rate

BASIC rates for WMAR-TV Baltimore increased from $250 to $300 per nighttime hour on March 1. Since its establishment in April 1948, set ownership reportedly has climbed from 6,700 to approximately 36,700. CBS advertisers using WMAR-TV will be protected at the old rate on all periods used without interruption until Sept. 1, 1949.



Most important stop in the radio engineering show at the IRE convention!

WHAT'S the latest in broadcast station equipment? What are the most advanced engineering developments?

Come to the Collins exhibit at the IRE convention in New York and see for yourself. Be sure to remember the booth numbers—75 to 80 inclusive—in Grand Central Palace, March 7 through 10.

Avail yourself of this opportunity for a first-hand, close-up examination of the superior design and construction which have won and justified the preference of so many broadcast station engineers for Collins AM and FM transmitters, and for Collins speech equipment, and accessories.

As a radio engineer, you will also be interested in our large and varied display of Collins radio communication and navigation receivers and transmitters used by the leading national and international airlines.

And if, like so many broadcast engineers, you are also a radio amateur, don't miss this chance to get a good look at the Collins ham transmitters, exciters, receiver, and variable frequency oscillator. They're all there, *in booths 75 to 80.*

Make a note. "The Collins exhibit. Now that I *must* see!"

FOR BROADCAST QUALITY, IT'S... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring St.
Los Angeles 13, Calif.

two are always better than one . . .

Two instead of one can make all the difference in the world . . . in a wedding . . . or in an important retail market. Take Baltimore, Maryland, for example.

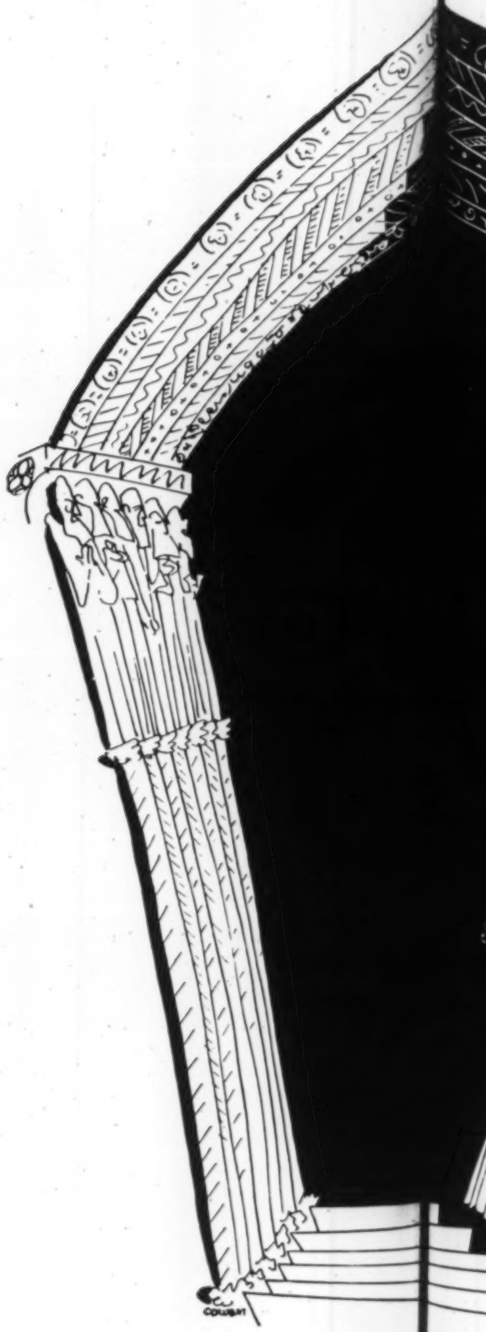
Baltimore, as you know, is a rich market with plenty of radio and television stations . . . but only one broadcasting organization that offers *both*. That one is WBAL.

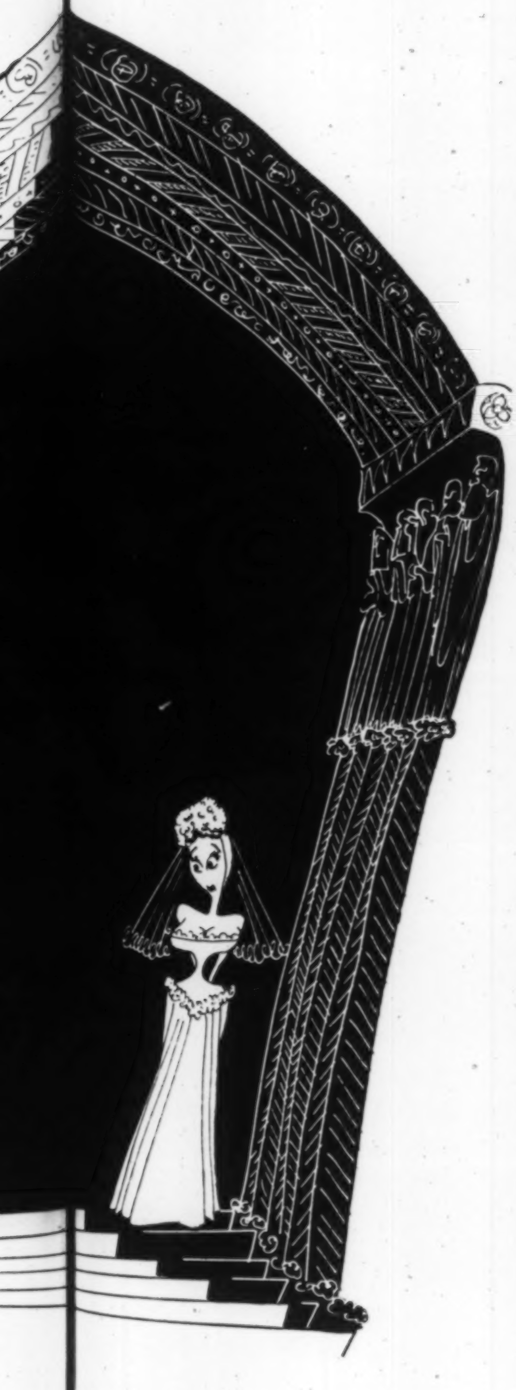
You'll want to know, of course, why WBAL goes to all this extra trouble for its listeners, its viewers and its advertisers.

There's far more to it than the mere fact of a mathematical increase in circulation. There are the highly interesting possibilities of merchandising, promotion and publicity that are so important to all sales at the local level.

With WBAL *and* WBAL-TV, you provide yourself with an automatic one-two sales punch that, in effect, puts every one of those sure-fire techniques to work for you. You multiply the effectiveness of every commercial message you broadcast in either medium.

The strength of the WBAL combination is perhaps best illustrated by this fact. Many advertisers, who as yet use only one of the two media, have noticed heartening increases in the effectiveness of their advertising . . . just because the name WBAL, and much of the talent appearing on WBAL, is associated





in the public mind with both radio and television.

If it is true, then, that you see interesting commercial possibilities for your product or your service in the wealthy Baltimore market . . . let us hear from you. Or perhaps you'd prefer to get in touch with Edward Petry & Company, our national representatives. They are ready and able to speak for us as well as we speak for ourselves.

in Baltimore, WBAL—
and only WBAL, offers both . . .

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 28, Md.

WBAL *and* **WBAL-TV**
Mean Business in Baltimore!

Editorial

Five Weeks Until . . .

IN JUST five weeks the NAB meets in Chicago for the 27th annual meeting of the nation's broadcasters. Although the official agenda won't show it, the convention, for many delegates, will be viewed as a "survival" session.

Among those absent will be former broadcasters who turned in their licenses—AM as well as FM—since the last annual meeting in Los Angeles 10 months ago. They threw in the sponge. There are others teetering on the brink of economic collapse. They ventured without adequate knowledge of market or medium and some without adequate resources.

Failures were and are inevitable. There are just too many stations in most of the markets, major and minor. That's the way of free competitive enterprise. It wasn't necessary to overcrowd the AM band by ignoring the recognized engineering standards and thus degrading service. Since it's too late to reallocate, the laws of supply and demand must govern.

The danger is that all radio can suffer because of the failures of the marginal stations. That does not have to be. If there were any doubt about the dominance of aural radio as the nation's No. 1 medium, the current *Fortune* magazine survey should dispel that notion.

That survey [BROADCASTING, Feb. 28] revealed that people listen more than ever before to the radio, even with the advent of television. Of 14 leisure activities listed, 51% of the men and 54% of the women liked most to listen. As compared with three years ago 31% of those polled listened more; 29% the same, 24% less and 1% uncertain. *Fortune* called listening to the radio "the great common denominator."

Certainly broadcasters have no reason to take a defeatist attitude. Radio has never attempted to sell itself. And the sales story is made to order.

In the next five weeks broadcasters should ponder the job ahead. They should go to the NAB convention with their minds made up. That fundamental job, from where we sit, is to sell radio for all it's worth. Where else can an advertiser get so much for so little?

Confusion Compounded

WE'RE confused.

The most threadbare term in the FCC lexicon is "work-load." The Commission is months to years behind on docket cases, rule-making procedures, routine cases, international preparations, and what-not.

The Senate Interstate & Foreign Commerce Committee, under the lash of Chairman Ed Johnson, has moved in on the FCC to such an extent that even its normal snail's pace is slowed down. Plans for reorganization of the FCC into three semi-autonomous panels which could function simultaneously were nipped by the Johnson committee.

Then the FCC, in the face of all this, proposes a new so-called Avco procedure which could result only in increasing its work. While the competitive bidding requirement of the Avco rule on station sales would be terminated, the proposed new procedure would extend the principle of advertising locally to all applications for new AM, FM and TV stations; all changes in frequency, power, hours of operation, or directional antenna patterns.

It does not require clairvoyance to fathom the result. Every do-gooder, every crack-pot, every politician with an axe to grind would be put on notice. The upsurge in hearing cases would be astronomical and public funds, as well as hard-earned radio dollars, would go down the drain of ill-advised hearings.

And that's not all. During the same week that it dropped its Avco block-buster upon an unsuspecting and overwrought broadcasting art, the FCC tells the same Johnson committee, in answer to a series of atomic interrogatories aimed principally at TV regulation, that there's need for a "comprehensive network investigation." Perhaps there is. As the FCC points out, there hasn't been a network probe since 1941.

But why not first things first? Why not clear the dockets of the long-pending cases? What about the TV allocations? And the ruling on giveaways. There's the issue of network representation of affiliated stations. More than a year has elapsed since the "editorializing" issue was clutched to FCC's bosom and the clear channel case started in 1938.

We would judge the FCC is confused too.

The panel organization, which the Senate committee erroneously held to be "not contemplated" by the law, is the only suggestion of merit yet advanced to break the bottleneck. It's worth the try. It would be of great help too if the FCC would place deadlines on its own operations, just as it requires all parties on the outside to meet such time limits on the filing of pleadings.

If the present processes continue, FCC surely will be driven to the wall by the sheer force of its backlog of pending cases.

Fat Pickings Slim

FROM AUGUST 1942 to September 1948 the American Fat Salvage Committee collected 924,210,177 pounds of used fats. This collection materially eased the acute shortage of fats and oils for industrial use during the war.

Recently the advertising committee, now defunct, of the American Fat Salvage Committee submitted its report citing the above figures.

Most broadcasters who got the report started reading with some complacency. They had every right to be proud. It was due to their efforts, more than those of any other one media, that the fat campaign succeeded. In 1946, during the height of the drive, the Fat Salvage Committee conducted a survey which showed 89% of the women who saved fat heard about the campaign on their radios.

In commenting on radio's part then, Wilder Breckenridge, director of the committee and a vice president of Kenyon & Eckhardt, New York, said the amazing number of women who heard the radio messages was "well nigh incredible if it weren't that such an outstandingly wonderful job is being done on the air by everyone concerned."

With that background broadcasters had reason to expect something rather nice to be said about them in the report. But is it there? Not one line! There is a fine credit to newspapers for *selling* space to the Fat Salvage Committee. There is a long list of "acknowledgements" which covers just about everyone from the Coast Guard to the ANPA. But nowhere is there a line of credit for the marvelous job done free by American radio.

Here's one more example of the way the printed media, with their highly organized and efficient promotion experts, have walked away not only with the millions of dollars in revenue which the Fat Salvage Committee paid for space, but also with credit for the success of the campaign—if one is to judge by this report.

Radio's contribution is well known. But, as is often the case, radio fell down on one important phase. It promoted the fat drive successfully—it failed to promote itself.

Our Respects To —

LEE ALLEN LITTLE

A RADIO station "is not just a business . . . it's a civic institution."

With this thought always in mind, Lee Little has successfully managed KTUC Tucson, Ariz., for the past six years.

His spirit of public service and his bent for promotion have been gained not only through his managership of KTUC but through long experience at several stations.

Radio-wise, Mr. Little started at 20 as a staff announcer at KFRU Bristow, Okla. Next step was chief announcer for four years at KVOO Tulsa.

From Tulsa Mr. Little moved to St. Louis, working first at KWK and then KMOX. It was at KMOX that he began 15 years of association with CBS. While with KMOX, Mr. Little worked closely with Bryson Rash, now ABC Washington special events director.

After two years as an announcer at KMOX, Mr. Little was transferred by the network in 1936 to its owned and operated WJSV (now WTOP) Washington in a similar capacity.

At WJSV his experience really began to pay off. He was soon promoted to program manager and produced the original *Professor Quiz* program, first as a local show and later for CBS. His production duties took him from WJSV to CBS in New York where he devoted his time to the feature until 1942.

Primarily an outdoors man—Mr. Little loves to fish and hunt—he left the *Professor Quiz* show for the Southwest and KTUC. As president and general manager of this CBS outlet, he has devoted his efforts to building a better station to more fully serve the community.

His public service efforts are not, however, confined to station programs. Tucson is still talking about the KTUC Bondwagon and Bondbuggy (a Little idea) which sold War Bonds during broadcasts from the downtown area. A deliberately misspelled sign—"Waist Paper Here"—on the KTUC lawn helped collect many tons of paper during a waste paper drive. When the cruiser U.S.S. *Tucson* was launched in San Francisco, KTUC held a mock launching with a 30-foot replica in Tucson's University Stadium.

Station, network and safety promotion were combined by Mr. Little when he originated his "Caution Before Speed" campaign. Signs placed in the Tucson area contained a large C, B and S, representing the network affiliation, plus the safety slogan and a plug for the station.

Mr. Little feels this campaign really paid off over the 1948 Labor Day weekend. The state had nine fatalities but none was in the

(Continued on page 52)

WILLIAM CULLEN
BRYANT

"Wherever there is music," said William Cullen Bryant with a poet's eye for the practical, "there is a throng of listeners." And wherever there is good music, as there is always over WQXR and WQXR-FM, there is a throng of listeners to delight the heart of any advertising man. More than half a million families tune constantly to these stations ...so constantly, no other station can reach them so effectively. These families love good things as they love good music... and can afford to buy them. That's why advertisers find these families a most inviting segment of this biggest and richest of all markets. May we pitch your song to this throng?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

BULWINKLE

Heads House Subcommittee

APPOINTMENT of an 11-man subcommittee of the House Interstate and Foreign Commerce Committee to study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, was announced March 3 by Committee Chairman Robert Crosser (D-Ohio).

The SEC-FCC-FTC subcommittee was one of four named by Rep. Crosser. Others named were transportation; public health, science and commerce, and petroleum and federal power.

Named as chairman of the subcommittee on the three regulatory agencies was Rep. Alfred L. Bulwinkle (D-N. C.), who has been in poor health and is presently receiving hospital care. Rep. George G. Sadowski (D-Mich.), an advocate of considerable liberal legislation, was appointed vice chairman of the committee and will shoulder the responsibility, for the present at least, of the committee's activities.

Subcommittee Purpose

The subcommittee, which in previous years had been designed to handle exclusively communications matters, has a ratio of seven Democrats to four Republicans. Three Democratic members, Reps. Bulwinkle, Sadowski and Dwight L. Rogers (Fla.) are past members of the full Commerce Committee. Democrats who have not previously served on the full committee are Reps. Eugene J. Keogh (N. Y.), John A. McGuire (Conn.), George H. Wilson (Okla.) and Thomas R. Underwood (Ky.).

Republican subcommittee members, all with previous service on the full committee, are Reps. Carl Hinshaw (Calif.), Leonard W. Hall (N. Y.), Harris Ellsworth (Ore.) and James I. Dolliver (Iowa).

BUCHANAN & CO.

Expands L. A. Operation

Mr. Polangin

BUCHANAN & Co. is expanding its creative and service facilities in the agency's Los Angeles office with the appointment of Frederick N. Polangin as vice president and executive head of the Los Angeles office and Charles Coleman as vice president in charge of all commercial accounts, Rudolph Montgelas, president, revealed.

Mr. Polangin in addition to heading the L. A. office will continue as head of the West Coast motion picture department.

Mr. Coleman, who for the past several years has been Buchanan's Los Angeles creative head and account executive for commercial accounts, will continue to handle all commercial business.

1894 Benjamin A. McDonald 1949

Mr. McDONALD

BENJAMIN A. McDONALD, 55, general sales manager of Westinghouse Radio Stations Inc., died in Philadelphia March 2. Death reportedly resulted from a heart attack, less than 12 hours after his return from a vacation in Florida.

Mr. McDonald was a native of Mallory, S. C., and spent his early life in Parkton, N. C. He held executive positions with the Seaboard and Illinois Central railroads in Norfolk and Chicago before entering the radio field in 1930 in Philadelphia.

He worked on the sales staffs of WHAT WLIT and WFIL, all Philadelphia, before joining KYW Philadelphia in July 1940. Mr. McDonald became sales manager of the Westinghouse-owned station in December of the same year. Appointment to the post of general sales manager of all Westinghouse stations came in June 1943.

Mr. McDonald is survived by his widow, Mrs. Louise Lawrence McDonald, and one daughter, Mrs. Chester R. Messervey, both of Philadelphia. Funeral services were held Saturday.

RICHARDS DENIED

Personal Hearing Refused by FCC

BY A VOTE of 4-1, FCC refused last week to grant G. A. Richards a personal hearing, in advance and possibly in lieu of the scheduled March 16 hearing in Los Angeles, on charges that he had ordered station employes to slant the news [BROADCASTING, CLOSED CIRCUIT, Feb. 28].

Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, had conceded in a petition that "portions" of the charges were true, expressed "sincere regret" and asked for "an opportunity to offer personally . . . his assurance that they will not recur." He also asked that if the scheduled hearing were still deemed necessary after his appearance, it be held in Washington rather than Los Angeles.

In denying his petition, the Commission left the way open for him, "upon conclusion of the presentation of all other testimony and evidence in the proceedings, to request the presentation of [his] testimony in further public hearings in Washington."

Hyde Dissents

Comr. Rosel H. Hyde dissented from the Commission's decision. He noted that Mr. Richards had recognized that a personal hearing would not preclude FCC from proceeding with its investigatory hearing if one still seemed appropriate. A grant of the petition, Mr. Hyde maintained, would be consistent with the principles of the Administrative Procedures Act.

The majority ruled, however, that most of the grounds cited by Mr. Richards in support of his request "may be fully met by the opportunity presently available to the petitioner to appear and give testimony at the hearing now scheduled for Los Angeles before Comr. E. M. Webster."

"The very purpose of ordering an investigatory hearing," FCC said, "was to afford the petitioner full opportunity to be apprised of all the charges made in connection with the foregoing matters and to allow him full opportunity to present his testimony with respect thereto." The order continued:

> **. . . In view of the large amount of information now in the possession of the Commission, which appears to present unresolved issue of fact, it is not possible presently to conclude that the procedure suggested by the petitioner will result in a more expeditious determination of these proceedings; and . . . many persons who may have information concerning the matters in issue and who are located in Los Angeles, Calif., may not have full opportunity to present relevant testimony. . . .**
>
> **. . . In the light of the crowded condition of the Commission's calendar, the Commission en banc will be unable to sit in hearing for the extensive period of time which may be required for the type of hearing requested by petitioner.**

Comrs. Paul A. Walker and George E. Sterling, who were absent from the city, did not participate in the decision.

The investigation originated as a result of charges filed by the Radio News Club of Hollywood alleging Mr. Richards ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain minority groups.

AWARD TO NBC

AAUN to Honor Network

NBC will be the recipient on March 12 of an award presented by the American Assn. for the United Nations for "outstanding record in the past year in the field of public service programs" and "efforts toward the building of a better-informed public opinion in support of the United Nations."

Announcement of the award was made last Wednesday by AAUN. NBC President Niles Trammell will accept the honor on behalf of the network at the fourth all-day conference on the United Nations, at New York's Roosevelt Hotel. Clark M. Eichelberger, AAUN director, will make the presentation.

The network has co-sponsored, for the past three years, with the organization and The National Education Assn., nation-wide observances highlighting the work of the world organization.

KLAC PARLEYS

Atlass Ready to Take Over

FINAL negotiations are under way for the ultimate acquisition of KLAC Los Angeles by Ralph L. Atlass, president and general manager of WIND Chicago and board member of WMCA New York, and Benjamin F. Lindheimer, Chicago political, financial and sports figure.

"All that remains is the formality of signing contracts," Mr. Atlass said in Chicago Thursday.

The transaction is conditioned upon approval by FCC to sale of KLAC-AM-TV and KYA San Francisco by Mrs. Dorothy Thackrey to Warner Bros. for package price of $1,045,000 [BROADCASTING, June 28, 1948, Jan. 31, 1949]. Warner Bros. must resell KLAC-AM since it already owns KFWB Los Angeles. Price for KLAC is reported as "approximately" $400,000.

Mr. Atlass has been conferring during the last month with Col. Nathan Levinson, Los Angeles representative of the movie firm. KLAC is assigned 570 kc with 5 kw day and 1 kw night. Mrs. Thackrey also is owner of WLIB New York and the New York *Post*.

CASSIDY, DAVIS

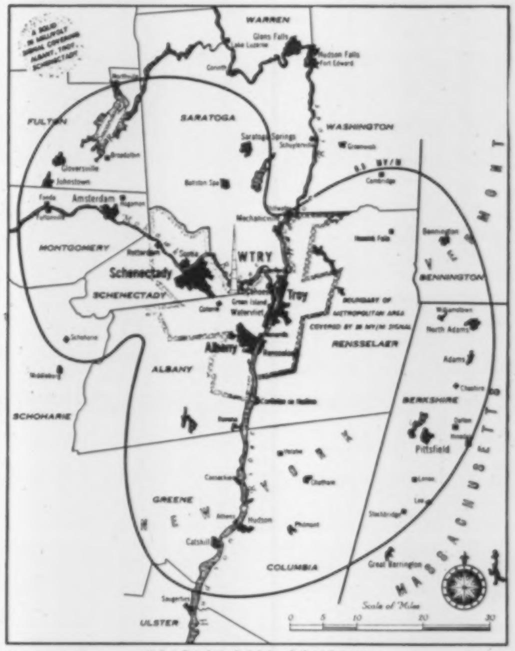
Get Overseas Press Awards

HENRY CASSIDY, NBC's European news director, and Elmer Davis, ABC analyst, were scheduled to receive awards Friday night at the annual dinner of the Overseas Press Club of America in the Waldorf-Astoria, New York. Mr. Cassidy was to be honored for "best consistent radio reporting on foreign affairs during the last year" and Mr. Davis for "best radio interpretation of foreign news."

The dinner was to be given for Gen. George C. Marshall. Secretary of State Dean Acheson was to be one of the principal speakers.

the hooper WTRY built.....

Here's the WTRY picture...


A SOLID 88 MV/M SIGNAL COVERING ALBANY, TROY, SCHENECTADY
WARREN
Glens Falls
Lake Luzerne
Hudson Falls
Fort Edward
Corinth
FULTON
SARATOGA
WASHINGTON
Saratoga Springs
Schuylerville
Greenwich
Broadalbin
Gloversville
Johnstown
Ballston Spa
Cambridge
Fonda
Amsterdam
Mechanicville
MONTGOMERY
Rotterdam
Schenectady
WTRY
Troy
SCHENECTADY
Green Island
Watervliet
Colonie
BOUNDARY OF METROPOLITAN AREA COVERED BY 88 MV/M SIGNAL
RENSSELAER
Bennington
BENNINGTON
North Adams
Adams
Schoharie
ALBANY
Albany
SCHOHARIE
BERKSHIRE
Castleton on Hudson
Pittsfield
Chatham
GREENE
Coxsackie
Athens
Hudson
Catskill
COLUMBIA
Great Barrington
Stockbridge
Lee
Saugerties
ULSTER
NEW YORK
MASSACHUSETTS
VERMONT
Scale of Miles
0
5
10
20
30

Represented by HEADLEY-REED COMPANY New York

Here's that Hooper...

Albany-Troy-Schenectady		SHARE OF AUDIENCE					Dec. '48, Jan. '49	
TIME	WTRY	A	B	C	D	E	F	G
* Total Rated Time Periods	**29.0**	29.6	15.7	8.4	4.2	3.9	3.1	1.4
3-City Saturday Daytime	**33.0**	18.1	8.3	7.6	10.0	14.2	4.4	3.0
Morning, Mon-Fri	**40.8**	20.0	20.3	3.2	5.3	6.4	2.7	0.8
Afternoon, Mon-Fri	**22.1**	31.0	18.3	10.3	5.6	4.9	4.8	1.7
Evening, Mon-Fri	**30.9**	30.7	15.7	7.3	2.6	3.2	2.3	1.3
Albany, Morning	**45.4**	9.5	24.6	3.8	0.3	10.0	4.6	1.1
Albany, Afternoon	**25.9**	23.6	20.1	12.3	0.5	7.5	7.5	1.9

** Saturday, Daytime — Not Included*

5000 W # WTRY **980 KC**

Represented by Headley-Reed Co., N. Y.

BASIC CBS

Management

TED COTT, WNEW New York vice president in charge of programming, has completed his fourth book, published by Hermitage Press, New York, and titled *A Treasury of the Spoken Word*. Book contains poems and prose with annotation and interpretations by Mr. Cott, and was inspired by weekly WNEW program of same name.

Mr. Peterson

EDWIN R. PETERSON, formerly in sales department of ABC, has been named manager of Central Division of MBS. He will have headquarters in Detroit. Prior to joining ABC in 1941 where he worked for seven years, Mr. Peterson was with Chicago Better Business Bureau.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been named head of Greater Hartford radio publicity for Red Cross drive.

Mr. Sinor

BILL SINOR, national sales manager of KOPP and KOPP-FM Ogden, Utah, has been appointed assistant to general manager. He will continue to be responsible for all national sales and station promotion.

CHARLES G. BURKE, KFGO Fargo, N. D., general manager, has been elected to board of directors of Fargo Gun and Wildlife Club. He has been named to committee for local Boy Scout Troop 127.

GLENN PAYNE

Killed in Jersey City

GLENN W. PAYNE, 53, pioneer of network broadcasting at both AT&T and NBC, was found dead early on Feb. 24 near a crossing of the Pennsylvania Railroad tracks in Jersey City. He apparently had been struck by a tube train of the Hudson & Manhattan Railroad which uses the PRR tracks there.

In 1920 Mr. Payne joined the radio department of AT&T where he was instrumental in the first network hookups set up by that company. In 1926, when AT&T transferred its network holdings to the newly formed NBC, Mr. Payne went along as commercial engineer. He drafted the first network rate cards, set up the first station relations department, developed the first network research and in many ways laid the foundation for many of the present day network operations.

In 1942 Mr. Payne left NBC for war service, at first in Washington and more recently on Gen. MacArthur's staff as an executive in domestic communications in Japan. He returned to this country last fall. He is survived by a widow and two daughters.

Respects

(Continued from page 48)

Tucson area. The National Safety Council has commended him for his work and Arthur Godfrey, on one of his network shows, called attention to the KTUC efforts for safety.

In 1945 and early 1946 the station participated in an extensive fund raising campaign. And on Jan. 22, 1946, KTUC presented an iron lung to the Pima County Hospital.

Later that year, when the newspapers went on strike in Tucson, the station re-arranged its schedule to allocate two 15-minute periods a day to the city's papers for the presentation of local news. Events of local interest were aired in the morning at 7:45 by the *Arizona Daily Star* and by the *Tucson Daily Citizen* at 5:30 p.m.

Another promotion gimmick of Mr. Little's plugged not only his own station but also its rival and one of the KTUC advertisers. KTUC prints a booklet each month in which the program logs of both stations are presented, as well as a feature story spotlighting one of KTUC's advertisers. Mr. Little's theory in running the log of the rival station is: "More sets in use . . . with KTUC getting its share."

Active With NAB

Mr. Little's radio and public service activities are not confined to his station and Tucson. In 1947 he became a member of the NAB Small Market Stations Executive Committe and also is active in CBS District 9 affairs.

Tall and slightly greying, Mr. Little presents that "man of distinction" look. He drinks coffee constantly, smokes one cigarette after another and sports a well-trimmed red mustache. He is sharp witted and has been known to indulge in a few practical jokes.

Mr. Little is a member of the Tucson Rotary Club and serves on the board of directors of the local Chamber of Commerce. He is a member of the Towncats, an organization interested in the U. of Arizona football team, and last June was elected president of the Sunshine Climate Club.

At his home in the Tucson mountains Mr. Little spends many an hour in his workshop. As evidence of his handiwork, he can point with pride to an additional room which he built several years ago.

A great lover of dogs, Mr. Little has always had at least one. He is now breeding dogs at his home.

Vital statistics: He was born on Sept. 4, 1904, in Decatur, Ill., the son of a piano tuner. While in Oklahoma he met and married Lou Wilson. The Littles have no children.

WBT Charlotte General Manager Charles Crutchfield (r) assumes new role as a fund raiser. Kenneth (Red) Johnson, of the WBT Johnson Family Singers, station's manager for a day (Feb. 10), hands him prospectus on Davidson College $2,500,000 development program and sends him out to work on the campaign. To point up the drive Davidson students took over various businesses in Charlotte for a day, and Mr. Johnson got the WBT assignment. Station also alloted 50 spot announcements and two 15-minute programs to aid the college. WBT's promotion manager, J. R. Covington, is serving as a radio representative on the campaign promotion committee.

DEVNEY APPOINTED

Named Rambeau VP

APPOINTMENT of Edward J. Devney, formerly on the New York sales staff of Headley-Reed Co., as vice president of the William G. Rambeau Co., New York, was announced last week by William M. Wilson, executive vice president and eastern sales manager of the firm. His appointment is effective immediately.

Mr. Devney started in radio as a salesman at WHK-WCLE Cleveland, moving from there to WIBD Indianapolis. Later he joined the Howard H. Wilson Co., as New York manager.

CALF SALE

KDIX Helps Raise $13,000

OVER $13,000 was raised in the Dickinson, N. D., area for the infantile paralysis fund drive through the cooperation of KDIX Dickinson. Two "Polio Calf" sales were held last month at local livestock pavilions for the benefit of the drive, and broadcast by KDIX.

The still snow-blocked roads caused small attendance at the auctions, but phone calls kept the sales going. Bids were called in from a radius of over 100 miles and were credited to their proper counties. KDIX gave five hours and 25 minutes of air time to the project, in addition to 254 spot announcements and 10 quarter-hour shows aired during the drive.

Two telephone lines for bidders were available at KDIX and over 250 bids were received at the station. Each calf, contributed by local livestock firms, was sold over 400 times in the two auctions.

NEWSMEN BILLS

Action in 8 States—NARND

EIGHT state legislatures have received bills that would exempt radio and television newsmen from revealing their source of information, the National Assn. of Radio News Directors has announced.

A survey conducted by Tom Eaton, chairman of NARND's standards committee and news director of WTIC Hartford, lists the states as: Colorado, Connecticut, Indiana, Minnesota, Nebraska, New Jersey, New York and Oregon. Mr. Eaton said passage of the bills appears likely in all eight states.

A measure to protect reporters of all media—radio, television, facsimile and newspapers—was introduced in New York's State Senate by Sen. Thomas C. Desmond and was reported out favorably Feb. 17 by the codes committee.

The NARND survey shows that bills have been introduced in two states—Maine and Massachusetts—to exempt newspaper and wire service reporters only. NARND will fight to have the measures amended to include radio, television and facsimile newsmen, Mr. Eaton said.

NARND launched its campaign for privilege laws for newsmen of all media last month, when the board of directors unanimously approved the association's support in the drive to secure passage of the bill in New York. NARND will push for passage in states where enactment appears possible, according to Sig Mickelson, WCCO Minneapolis news and special events director and president of NARND.

INTERNATIONAL

NAB Committee Expanded

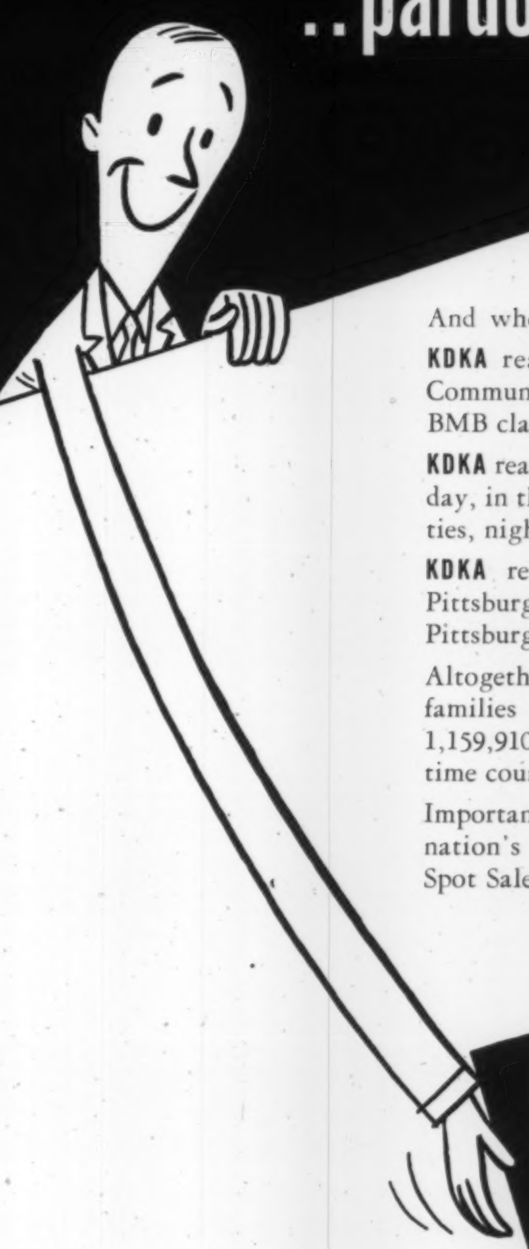
MEMBERSHIP of the special NAB committee studying international radio frequency allocations was expanded last week to include clear-channel representation. The committee was authorized by the NAB board at New Orleans [BROADCASTING, Feb. 21] after hearing a report by Forney Rankin, advisor to NAB president on international affairs.

G. Richard Shafto, WIS Columbia, S. C., NAB director-at-large for medium stations, was named chairman of the special committee. New member is John H. DeWitt, president of WSM Nashville and special engineering counsel for CCBS during FCC hearings.

Other committee members are Everett L. Dillard, KOZY Kansas City, NAB director-at-large for Class B FM stations; Henry W. Slavick, WMC Memphis, NAB District 6 director; Calvin J. Smith, KFAC Los Angeles, District 16 director, and T. A. M. Craven, of Craven, Lohnes & Culver, Washington.

The committee, named by NAB President Justin Miller, will cooperate in development of a government policy covering U.S. frequency and power requirements prior to the next NARBA conference.

..pardon our reach!



And when we say reach. . we *mean* reach!

KDKA reaches *six* teeming Metropolitan Communities, night and day, in the 100% BMB classification.

KDKA reaches *twenty-four* counties, night and day, in the 95%–100% class; *forty-three* counties, night and day, in the 90%–100% class.

KDKA reaches more listeners in *corporate* Pittsburgh, more listeners in *metropolitan* Pittsburgh, than any other station.

Altogether, **KDKA** reaches 1,303,520 listener families in 194 U.S. nighttime counties; 1,159,910 listener families in 117 U.S. daytime counties.

Important reasons why **KDKA** is one of the nation's most resultful stations! Ask NBC Spot Sales. . about availabilities.

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ · WBZA · WOWO · KEX · KYW · KDKA

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

IN EASTERN NORTH CAROLINA TOBACCO IS KING

WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM

"THE VOICE OF THE GOLDEN PLAIN"

WILSON, N. C.

5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People

NATIONALLY REPRESENTED BY WEED AND COMPANY

FINAL GRANTS

WDZ Shift Authorized; One Local Approved

FINAL DECISIONS were adopted by FCC last week to approve switch of WDZ Tuscola, Ill., to Decatur, Ill., and grant new local station at Beeville, Tex., to Bee Broadcasting Co.

The WDZ ruling was in conformity with the proposed decision of the Commission in that proceeding [BROADCASTING, May 3, 1948]. Chairman Wayne Coy dissented in both the final and proposed decision. WDZ is assigned 1 kw daytime on 1050 kc. The final action in the Beeville grant, for 250 w fulltime on 1490 kc, was a reversal of FCC's earlier proposal to deny the new outlet on engineering grounds [BROADCASTING, Aug. 9, 1948]. Comr. Rosel H. Hyde dissented in the final decision.

Majority Favors

The Commission majority favored the move of WDZ since Tuscola (2,838 pop. 1940 census) would continue to receive primary service from the station when relocated at Decatur (59,305 pop.). An auxiliary studio would be retained at Tuscola, FCC found. On question of some signal overlap with WMBD Peoria, Ill., associated in ownership, the majority found the duopoly rule (Sec. 3.35) would not be violated since Peoria and Decatur are distinct trade areas and stations have separate programming and sales operations.

Chairman Coy dissented on ground that move was contrary to Sec. 307(b) of Communications Act which calls for equitable distribution of radio services. He pointed out move deprives Tuscola of its only local station while adding a second outlet at Decatur. Comrs. George E. Sterling and Frieda B. Hennock did not participate in the final decision.

The Beeville grant was made on basis of need for a local broadcast outlet in an area where only one weekly paper is established. The mutual interference with KPAB Laredo and interference to KNOW Austin, Tex., by the proposed station was considered by FCC as not sufficient to warrant denial as it had held in its proposed ruling. The new Beeville station would provide a primary service daytime to some 57,000 persons and nighttime to some 8,100, the Commission found.

Comr. Hyde dissented on grounds that the Beeville outlet would impair the reception of KNOW in areas within the Austin trade area and "the effect must be to aggravate the competitive disadvantage of KNOW attributable to its relatively high frequency and low power as compared to other stations operating in its market area." Comr. Hyde said that the application should not be granted unless "an effective means of minimizing interference" to KNOW is found, such as reduction of power suggested by Bee Broadcasting.

Bee Broadcasting is a partnership composed of John D. Rossi, Beeville businessman, and V. L. Rossi, Corpus Christi oil man. John Rossi would devote fulltime to the station.

Comrs. Paul A. Walker, Robert F. Jones and George E. Sterling did not participate in the final decision.

CBS Growth

(Continued from page 24)

has grown from a single New York station to a network of 30 outlets.

"These CBS stations serve major U. S. markets which account for over 50% of our effective national buying power.

"CBS-TV advertisers:

"CBS-TV billings for the first quarter of 1949 will be 40 times what it was in the first quarter of 1948.

"And thirteen of the sponsored TV shows on CBS today are CBS-TV package programs.

"These facts summarize the recent trends toward CBS in radio and television.

"Yet all these trends implement but one basic, three-year-old CBS policy.

"This policy, simply stated, has been to obtain for CBS and its advertisers the best-integrated program schedule in the industry, broadcast over the strongest grouping of stations of any network.

"The practical advantages to advertisers of these accomplishments are, we believe, self-evident.

"They insure to CBS advertisers the largest audience, at the lowest average cost-per-thousand families, in broadcasting."

BENNETT ROSNER

Gets NBC Promotion Post

APPOINTMENT of Bennett S. Rosner as promotion manager of the NBC Radio-Recording Division was announced last week by Donald J. Mercer, director of the division.

Prior to joining the network, Mr. Rosner was a partner at Rosner & Hutner Assoc., New York, a promotion and public relations firm. Before that, he was special promotion and exploitation agent for United Artists Corp., and during the war headed the public relations office at an Eighth Air Force base in the European Theatre.

Mr. Rosner succeeds Frank W. McMahon, who was appointed to the sales promotion division of NBC advertising and promotion department.

STATE TOURNEY

Illinois Prep Games on Air

BROADCASTING of the Illinois State High School Basketball Tournament by 31 stations was approved at a meeting of representatives of Illinois Broadcasters Assn., the U. of Illinois and the Illinois High School Assn. last Monday. Tournament starts March 17 in Huff gymnasium on the Illinois campus.

The following 20 stations have been assigned space (three seats each) in the front row of the gymnasium balcony: WSOY Decatur, WVLN Olney, WMIX Mt. Vernon, WTMV East St. Louis, WBNU-FM Aurora, WTAD Quincy, WJBC Bloomington, WKRS Waukegan, WJOL Joliet, WDWS Champaign - Urbana, WFJS - FM Freeport, WCRA Effingham, WSIV Pekin, WMRO Aurora, WROK Rockford, WBYS Canton, WJPF Herrin, WDAN Danville, and WKID and WILL, both Urbana-Champaign.

Merrill Lindsay, WSOY general manager, who represented the IBA at last Monday's meeting, said WSOY will feed a network consisting of WTAX Springfield, WGEM Quincy, WGIL Galesburg, WCNT Centralia, WLPO LaSalle, WKIL Kankakee and WIRL Peoria. WKID will feed WWXL Peoria, WILA Woodstock and WKRS.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 28 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	267	Kaiser-Frazer (Weintraub)	28.1	21.1	+7.0	11
Original broadcast	26.0					
Added by 2nd broadcast	2.1*					
McGee & Molly	165	S. C. Johnson Co. (NL&B)	26.6	29.3	—2.7	2
Radio Theatre	149	Lever Bros. (JWT)	25.1	30.5	—5.4	1
Jack Benny	167	American Tobacco (BBDO)	25.0	25.6	—0.6	4
Original broadcast	22.1					
Added by 2nd broadcast	2.9*					
Bob Hope	151	Lever Bros. (Y&R)	21.0	26.5	—5.5	3
Godfrey Talent Scouts	150	T. J. Lipton-Div. Lever (Y&R)	20.8	18.9	+1.9	14
Duffy's Tavern	160	Bristol-Myers (Y&R)	19.7	20.0	—0.3	13
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	19.6	21.1	—1.5	10
Amos 'n' Andy	149	Lever Bros. (R&R)	18.9	23.2	—4.3	7
Stop the Music (8-9)	174	Smith Bros. (SSC&B)	18.8	—	—	—
(8:00-8:15, 15.4)						
(8:15-8:30, 16.2)	177	Eversharp (Biow)				
(8:30-8:45, 23.2)						
(8:45-9:00, 20.5)	179	Speidel Co. (C&P)				
	177	P. Lorillard Co. (L&M)				
Mr. DA	160	Bristol-Myers (DC&S)	18.6	17.1	+1.5	17
People Are Funny	164	B. & W. Tobacco (Seeds)	18.0	13.9	+4.1	32
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	16.9	11.6	+5.3	51
Big Town	132	Lever Bros. (SSC&B)	16.5	14.3	+2.2	28
Crime Photog.	163	Tone Div.-Gillette (FC&B)	16.3	10.8	+5.5	59

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

GraybaR
recommends

GENERAL RADIO

Broadcast & Television Measuring Equipment

1931-A
1181-A
1170-A
1182-T

Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements – to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.* 4908

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2; 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett

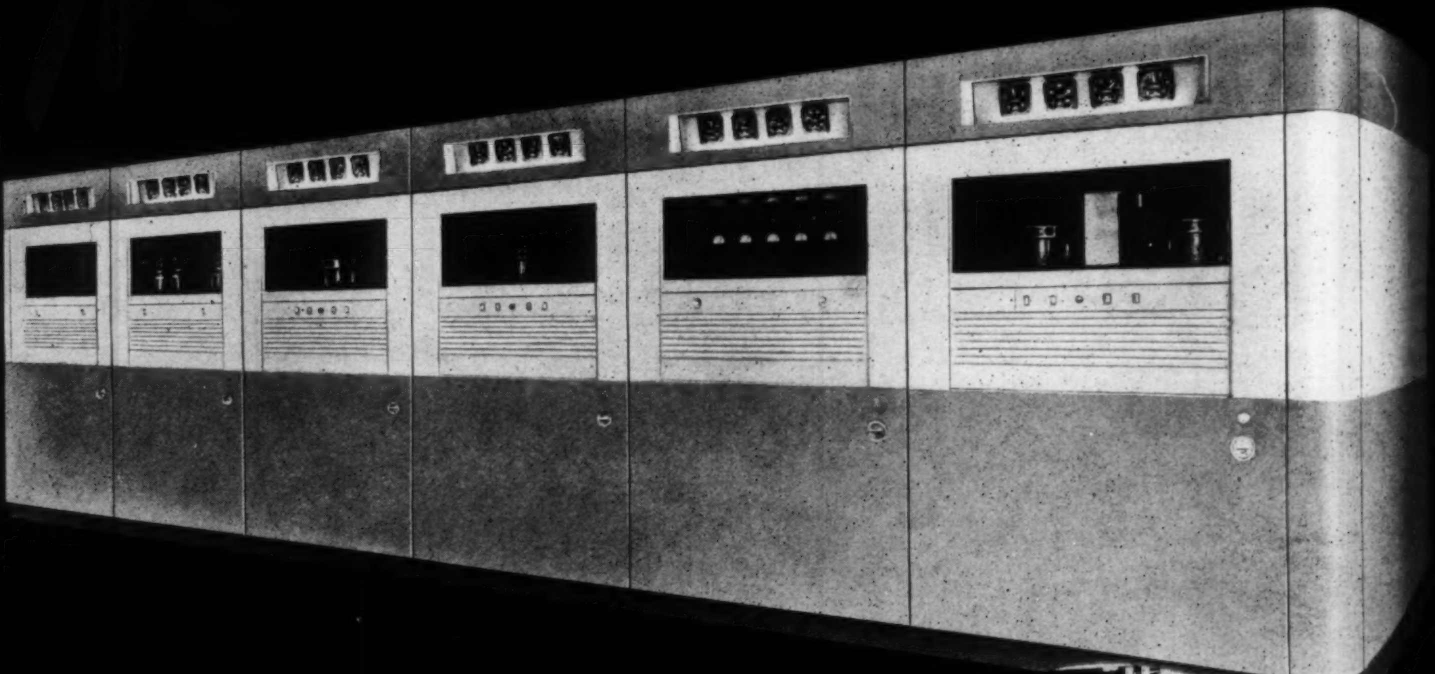
Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 4104
CINCINNATI
J. R. Thompson, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Court 4000
RICHMOND
E. C. Toms, Richmond 2-2833
SAN FRANCISCO
K. G. Morrison, Market 5131
SEATTLE
D. I. Craig, Main 4635
ST. LOUIS
J. P. Lenkerd, Newstead 4700

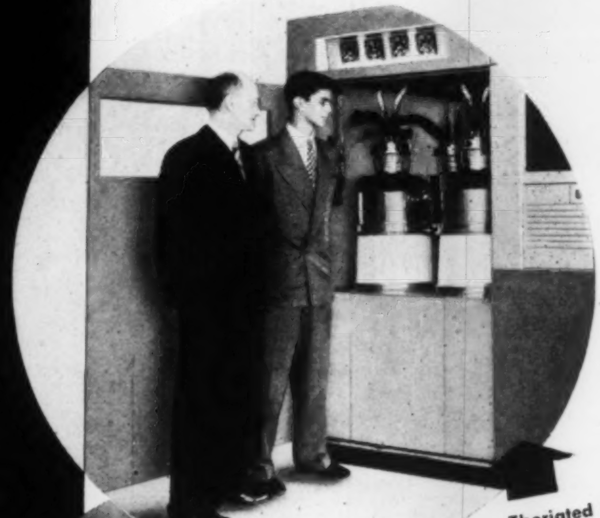


YOU CAN BE **SURE**.. IF IT'S

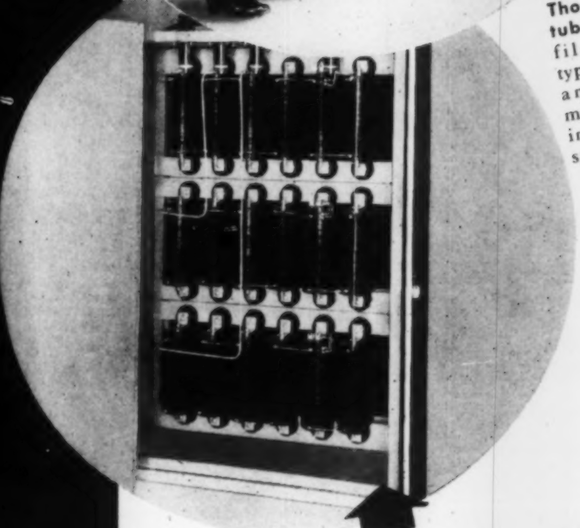
Westinghouse

Full accessibility: built-in lighting, convenience outlets, full-length doors, and ample working space.

. the NEW Westinghouse 50 KW AM transmitter



Thoriated filament tubes: new low-filament-power type used in power amplifier and modulator; built-in provisions for spares.



No more rectifier troubles: Metal rectifiers only are used in the 50 HG-2, an *exclusive* Westinghouse feature.

Completely new design—not just a "worked over" old design—embodies every engineering improvement the present state of the art affords. The new Westinghouse AM 50 HG-2 includes features not available in any other transmitter today. Check these high lights of the latest addition to the famous Westinghouse line:

1. **No tube rectifiers:** the use of metal rectifiers in *all* power supplies eliminates rectifier tube replacement cost and greatly increases reliability and dependability of operation.
2. **Extended supervisory control:** complete supervisory control system, co-ordinated with sequential interlock system and with overload and safety protection systems, is provided.
3. **Minimum floor space:** the transmitter proper, which determines the basic building requirements, consists of only six individual, uniform cubicles. Floor space requirements are minimized and installation is simplified.
4. **Fewer tubes and tube types:** only *twenty* operating tubes of only *seven* types are used in the entire transmitter, including three diodes for r.f. rectification and a voltage regulator tube.
5. **Centralized control:** Operation is made easy and definite by provision of complete controls and indicators on the front panels of the transmitter cubicles. Motor-driven controls are used.
6. **Built-in spares:** the transmitter includes a complete spare crystal oscillator unit, a spare blower and motor unit, and complete provisions for a spare tube for each power amplifier and modulator tube.

Add to these features the uncompromising quality of *every* Westinghouse transmitter, and you can see immediately why the new Westinghouse 50 HG-2 is *your* choice for 50-kilowatt operation. Call your local Westinghouse representative today, for full details, or write the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-02165

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FIRST IN BROADCASTING

Feltis

(Continued from page 25)

AAAA; Kirk Jewett, ANA; Jack Kurie, ANA; Robert Richards, NAB.

BMB staff members present were Mr. Feltis and Mr. Langley.

When he joins KING Mr. Feltis will be returning to home territory. He began his radio career in 1929 as a salesman at KVOS Bellingham, Wash., the following year moved to KXRO Aberdeen, Wash., as acting manager and then spent three years as manager of KPW Wenatchee, Wash., before leaving that state to become sales manager of KFBB Grand Falls, Mont.

After serving as sales manager of KIDO Boise, Mr. Feltis returned to Washington to spend five years as commercial manager of KOMO-KJR Seattle. In 1942 he crossed the country to join the station relations department of the Blue Network and a year and a half later went half way back when he took the post of general manager of the Central States Broadcasting Co., operator of KFAB and KFOR Lincoln and KOIL Omaha. When the duopoly rule forced a separation of this trio, he remained with KFAB as general manager.

That was Mr. Feltis' position in 1944 when he was appointed head of the NAB research committee that developed the BMB plan and secured the NAB's approval of it.

The following January when BMB was officially formed, Mr. Feltis left KFAB to become BMB's first president.

In his new position at KING, Mr. Feltis will head up an existing AM-FM operation, to which TV will be added when and if the FCC grants the station's application for a video station. His first official duty will probably be the signing of an application for a subscription to BMB, a service KING currently lacks.

Commenting on the effect of the BMB development on his business plan, C. E. Hooper said:

"We can look for a substantial increase in our already sizeable area coverage index business. This index is in every sense of the word a measurement in that, for example, (A) If but two stations serve a county or an area and one station really has twice the audience of the other, our index will show approximately 66% and 33% respectively; (B) If four stations serve a county or an area and divide the audience equally our index will show approximately 25% for each.

"Buyer and seller experience with the BMB has taught both to appraise measurement methods critically. I believe the time and money spent on BMB is worth several million dollars to the industry in educational value alone."

WJR DECISION

SCOTUS to Review Appeal

THE SUPREME COURT agreed last week to review the so-called "WJR Decision" under which FCC would be required to accord a hearing to any existing station which claimed it would be "harmed" by the grant of a pending application [BROADCASTING, Oct. 11, 1948].

The case, an appeal from the decision of the U. S. Court of Appeals for the District of Columbia, was placed on the Supreme Court's summary docket, which means the time for argument will be cut to half an hour for each side. Authorities thought the case would be heard in one to two months.

The case involves FCC's nonhearing grant for a new daytime station at Tarboro, N. C. on WJR Detroit's 760 kc clear channel. On appeal by WJR, the Court of Appeals reversed the Commission's decision and attacked its reluctance to hold hearings in such cases.

FCC maintained that not only the Commission but administrative agencies generally will be saddled with "a serious burden" if the lower court's decision is allowed to stand. In radio cases, it would mean an existing station is entitled to a hearing even if the alleged interference would occur outside its normally protected contour.

HERBERT HOOVER, former U. S. President, is to address Thursday, March 10, luncheon meeting of Radio Executives Club, at New York's Hotel Roosevelt.

LABOR LAWS

NAB Offers Amendments To Senate Proposals

ELEVEN amendments to Senate legislation (S-249) to rewrite the existing labor laws were offered Thursday to the Senate Committee on Labor & Public Welfare by Don Petty, NAB general counsel.

The amendments are designed to protect the public against harmful labor-management disputes; recognize collective bargaining as a method of settling disputes, and not a favor granted any segment of society; protect freedom of collective bargaining where desired by a majority of employes; set up an area within which it may function, and create adequate procedural machinery.

Mr. Petty contended on behalf of NAB that in the present bill the obligation to bargain in good faith is imposed only on management whereas it should be mutual. He suggested an amendment covering this deficiency. Another proposed change would provide that employers are not obligated to bargain with a union representing supervisors if it also has non-supervisory employe members.

As to employer petitions, he offered language permitting labor or management to file a petition initiating petitions when the employer faces a request for recognition from one or more labor organizations. A fourth change would change provisions covering interference and coercion, would forbid coercion of employes in the exercise of their right to join or not to join a union.

In the interest of freedom of speech, a fifth amendment would specify that no statement by management or labor representatives should be deemed coercive unless it carries threat of reprisal or promise of benefit. An important oversight in the bill is failure to include "services" in the secondary boycott provisions, according to Mr. Petty, and proposed changes would strengthen the language in this respect including "make-work" tactics which bring higher costs and "are a cancerous growth within labor and management alike."

Seventh amendment urged by Mr. Petty permits injunction proceedings to enforce bans on secondary boycotts. The union shop is favored as the maximum statutory protection as against the closed shop, and amendments are offered to this effect. Featherbedding is forbidden in a ninth amendment. New definition is submitted for the term "labor organization" on the ground that there should be complete equality in responsibility of employers and unions for unfair labor practices.

Final amendment would protect rights provided under the Administrative Procedure Act with its separation of legislative, executive and judicial functions of government.

ELECT LINDSAY

Head of Ill. Broadcasters

MERRILL LINDSAY, general manager of WSOY Decatur, was elected president of the Illinois Broadcasters Assn. at its meeting in Springfield a fortnight ago. Other officers are Harold Safford, program director, WLS Chicago, vice president, and Hale Bondurant, general manager, WJBC Bloomington.

Charles Cook, general and commercial manager, WJPF Herrin, and Fred Mueller, general manager, WEEK Peoria, have been named directors.

TRANSFERS

Johns to Retire From WOSH

RETIREMENT of Myles H. Johns from controlling interest in WOSH-AM-FM Oshkosh, Wis., is revealed in transfer application filed last week with FCC. Mr. Johns sells his 55% holding in the station to his mother, Penrose H. Johns (15%), and brother, William F. Johns Jr. (40%, plus 15% now held). Total price is $62,000.

Other transfer applications also were filed by WNOC Norwich, Conn., and KCSU Provo, Utah.

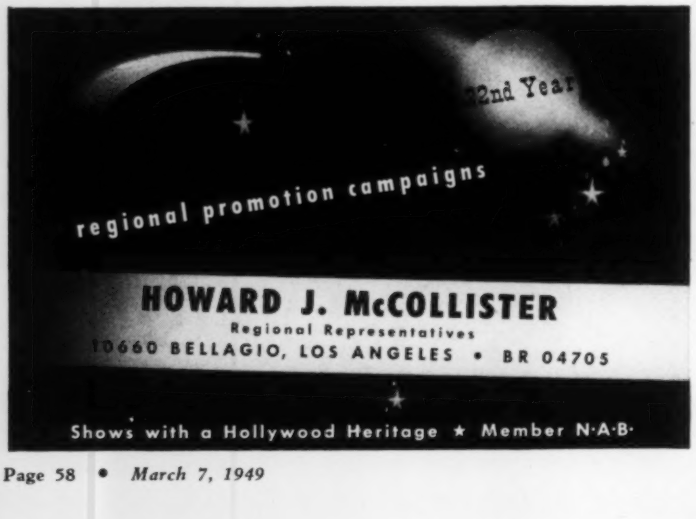
WNOC is sold by H. Ross Perkins, sole owner, to Eastern Connecticut Broadcasting Co., new firm, for total consideration of $87,670. Eastern Connecticut is composed of three equal owners including John Deme, part owner of WLAD Danbury, Conn., and WNOC general manager.

Details of the transfers follow:

WOSH-AM-FM Oshkosh, Wis.—Assignment of license to Oshkosh Broadcasting Co., new partnership composed of same owners excepting one. Myles H. Johns, 55% owner sells 40% for $45,500 to his brother, William F. Johns Jr., now 15% owner, and other 15% for $16,500 to his mother, Penrose H. Johns, new partner. Myles H. Johns owns WMIL (FM) Milwaukee and 8.33% of KCBC Des Moines. William Johns Jr. is general manager and 22.5% owner of WSHB Stillwater, Minn. Others continuing in WOSH ownership are William F. Johns Sr. and Frederick W. Renshaw. WOSH is assigned 250 w on 1490 kc.

WNOC Norwich, Conn.—Assignment of license from H. Ross Perkins tr/as Norwich Broadcasting Co. to Eastern Connecticut Broadcasting Co. for $61,335.45 plus assumption of liabilities totaling $26,335.45. Eastern Connecticut is composed of three equal owners: John Deme, WNOC general manager and part owner WLAD Danbury, Conn.; Harrison C. Noyes, president and part owner of daily Norwich Bulletin and Record, and Clifford C. Oat, general manager and part owner of the Bulletin and Record. WNOC is assigned 250 w on 1400 kc.

KCSU Provo, Utah—Assignment of license from The Central Utah Broadcasting Co. to Central Utah Broadcasting Co. Inc., new firm composed of former partners plus B. F. Farr, general manager of KEEN San Jose, Calif., who buys 25% interest for $7,000. Original partners are Frank A. Van Wagenen, 3/5 owner, and Harold B. Van Wagenen, 2/5 owner. KCSU is assigned 250 w on 1490 kc.



regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

KXEL GIVES YOU

★ MORE LISTENERS PER DOLLAR

★ MORE LISTENERS *WITH* DOLLARS

• • • IN NORTHEAST IOWA

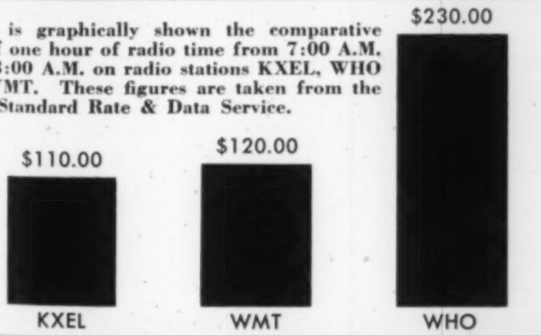
CONLAN'S LATEST COMPREHENSIVE STUDY OF LISTENING HABITS

	7:00 TO 8:00 AM	8:00 TO 10:00 AM	10:00 TO 12:00 NOON	TOTAL MORNING
KXEL	21.5%	25.0%	21.7%	23.0%
WHO	14.3%	13.9%	13.5%	13.8%
WMT	0%	5.5%	5.4%	4.6%

Here's the UNVARNISHED TRUTH on listening habits in Floyd County, Iowa, with borders more than 80 miles northwest from KXEL's transmitter.

Keen and observing time buyers who want to reach the vital and fabulous Northeast Iowa market have found what Conlan's newest study conclusively proves . . . THAT KXEL HAS CHANGED LISTENING HABITS IN IOWA . . . HAS REAPED A NEW HARVEST OF ENTHUSIASTIC LISTENERS.

Below is graphically shown the comparative cost of one hour of radio time from 7:00 A.M. until 8:00 A.M. on radio stations KXEL, WHO and WMT. These figures are taken from the latest Standard Rate & Data Service.



KXEL's *fine programming, fine production* and *comprehensive coverage plus shrewd know-how selling* have made KXEL the NUMBER ONE Station for radio listeners in this great market area. They are *sold on* and *sold by* KXEL.

A glance at the Comparative Cost graph should leave little doubt in your mind about the superiority of KXEL as the best buy in Northeast Iowa.

THIS GRAPH SHOWS THAT WITHOUT KXEL TO BROADCAST YOUR SELLING MESSAGE IN NORTHEAST IOWA YOU ARE PAYING FOR LISTENERS WHO AREN'T THERE.

Buy KXEL and you buy listener preference.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

POWER SAVING

Radio Spreads Word

A TOTAL of $11,375.97 was spent in radio by the Puget Sound Power and Light Co., through Strang & Prosser, Seattle, to secure public cooperation during the recent electric-power shortage in the Pacific Northwest [BROADCASTING, Jan. 24].

The figure covers the months November '48 through February '49, and represents expenditures beyond Puget Power's normal radio advertising budget. The total does not cover such incidental costs as production and transcriptions.

The muncipally owned Seattle City Light Co., through Wallace V. Mackay Agency, spent approximately $1,500 on spot over all local stations, BROADCASTING learned last week.

WHDH RATES

Protection for One Year

WHDH Boston, which boosted its power from 5 kw to 50 kw Feb. 10, has announced that advertisers using its facilities on a continuing basis will be given a 52-week protection on rates as of Feb. 28.

The new WHDH transmitter is ten miles southwest of Boston at Needham. Station is using three Truscon towers, 570, 610 and 650 feet high. Transmitter is a Westinghouse.

WHDH also has installed a 5 kw Collins auxiliary transmitter and a gasoline-powered generator for use in the event of power failure.

Commercial

TREVOR ADAMS, previously in charge of radio and television activities of New York Yankees, has been named assistant director of sales for DuMont TV Network. Before joining Yankees, he was sales manager of WINS New York and formerly he had been sales director of Texas State Network and on sales staffs of WMCA New York and WHN (now WMGM) New York.

ALLAN W. KERR, senior account executive at WCBS New York since 1944, last week joined sales department of WPIX (TV) New York. Mr. Kerr was formerly with Free & Peters Inc., William G. Rambeau Co., Hearst Radio and Radio Adv. Corp., all New York.

Mr. Kerr

JOHN A. SCHNEIDER, formerly with National Outdoor Adv. Bureau, has been added to sales staff at WGN Chicago.

JOSEPH GOODFELLOW, former account executive at WHLI Hempstead, L. I., has joined sales staff of WNBC and WNBT (TV) New York as account executive. He previously was resident manager and vice president of KSJB Jamestown, N. D.

TED STRAUSS has been appointed commercial manager of KIXL Dallas.

LEO ROSEN, promotion manager of WROW Albany, has been appointed sales manager in addition to his present duties.

THOMAS M. COLTON, former manager of WDSR Lake City, Fla., has been named commercial manager of WRMS Ware, Mass.

WILLIAM P. MITCHELL has been appointed commercial manager of WBIG Greensboro, N. C. He succeeds **GILBERT M. HUTCHINSON,** who is now general manager [BROADCASTING, FEB. 7].

THOMAS P. HAWLEY, formerly with *Look* magazine, New York, and *Good Housekeeping* magazine in New York and Boston, has joined WCBS New York sales staff. Previous radio sales association was with KQW San Francico.

GEORGE R. GUYAN has been appointed western sales manager for WGN Chicago. Mr. Guyan, member of sales staff since July 1947, is former radio instructor at Stephens College, Columbia, Mo., where he also was program director at KFRU. After joining WBBM Chicago in 1939, he became chief announcer and head of daytime operations. He was named operations supervisor after serving as Army Air Force public relations officer during war.

RALPH BACHMAN, new to radio, and **DUANE CLARKE,** formerly of KWAD Wadena, Minn., have joined stales staff of KFGO Fargo, N. D.

GEORGE R. TURPIN, former manager of Continental Radio Features, Fort Worth, Tex., has joined commercial staff of WESC Greenville, S. C. He will continue to be connected with Continental.

JOHN E. HOPKINSON, former WJJD Chicago and Hearst newspaper advertising salesman, has been appointed exclusive representative of XERF Villa Acuna, Mexico, 150,000 w station across border from Del Rio, Tex. Mr. Hopkinson is president of Dwight Adv., Chicago.

ROLAND KAYE and **BADEN POWELL** have joined KFI Los Angeles as account executives. Mr. Kaye was formerly in charge of merchandising for Housewives Protective League Division of CBS Pacific Coast network, and before that sales service manager of KNX Los Angeles and CPN. Mr. Powell was formerly with MBS New York, and before that with KTRH Houston.

HAROLD GAISFORD, formerly with KLX Oakland, has joined sales department of KSFO San Francisco.

SAMUEL S. VIRTS, on sales staff of WJPS Evansville, Ind., is the father of a boy.

U. OF MIAMI Radio Dept. has added television to its curriculum, beginning in spring semester with lecture survey of TV field.

WSNY BATTLE

Leighton Resumes Control

AN ORDER appointing a temporary receiver for WSNY Schenectady, N. Y., has been stayed by Presiding Justice Snyder Foster of the Appellate Division of the New York Supreme Court. Justice Foster's ruling directs that George R. Nelson, former WSNY vice president and general manager, and a group of station stockholders who obtained the order be enjoined from taking any further steps in the matter.

Winslow Leighton, who succeeded Mr. Nelson as WSNY general manager and who is also president and treasurer of the licensee, Western Gateway Broadcasting Corp., resumed operation of the station Feb. 25, two days after the receiver, Harold Salern, had taken over.

The earlier order directing appointment of a receiver had been issued by State Supreme Court Justice Christopher J. Heffernan on request of Mr. Nelson, now head of a Schenectady advertising agency bearing his name, and six associates, all either past or present WSNY stockholders. They initiated an action in equity against Mr. Leighton and other defendants, charging that control of WSNY was obtained illegally while Mr. Nelson was on vacation in Florida in February 1948.

The Nelson group alleges that Mr. Leighton gained control through illegal stock purchases. The group also has filed a petition now awaiting action before FCC in which Mr. Leighton is charged with violation of U. S. statutes concerning transfer of control of radio properties. Also before FCC is an application filed by Public Service Broadcasting Corp. which was formed by Mr. Nelson and a group of Schenectady area business men for the frequency WSNY now uses, 1240 kc. WSNY is a 250 w fulltime outlet.

CFOS Owen Sound, Ont., moved into new building at end of February. Formal opening of new studios will take place in May.

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

A MIDWEST AREA WITH A METROPOLITAN MARKET PURSE Served and Sold By
THE 5000 WATT VOICE FOR NBC IN SOUTH DAKOTA
NBC 5000 WATTS
NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

SO. DAKOTA
KELO
MINNESOTA
SIOUX FALLS
IOWA

WSLI
JACKSON MISSISSIPPI
5000 WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

WSYR—SYRACUSE,
KWFT—WICHITA FALLS, TEX. ·
KOY—PHOENIX, ARIZ. · WIBX—UTICA, N. Y. ·
KIRO—SEATTLE, WASH. · WBIG—GREENSBORO, N. C. ·
KGVO—MISSOULA, MONT. · WDBJ—ROANOKE, VA. · WCAX—BURLINGTO
WMT—CEDAR RAPIDS, IOWA · KOLT—SCOTTSBLUFF, NEB. · WSIX—NASHVILLE, TENN. ·
WREX—DULUTH, MINN. · WPTR—ALBANY, N. Y. · WOMI—OWENSBORO, KY. · WGTM—WILSON, N. C.
KOMA— OKLA. · WTAG—WORCESTER, MASS. · WGAR—CLEVELAND, OHIO · WMBR—JACKSONVILLE, FL
WTOC— ARTFORD, CONN. · KFPY—SPOKANE, WASH. · WMIN—ST. PAUL, MINN. · KFAC—
LOS ANGELES, CALIF. · WRBL—COLUMBUS, GA. · WCSC—CHARLESTON, S. C. · WNAX—
YANKTON, S. D. · WRVA-FM—RICHMO ND, VA. · WIND—GARY, IND. · WLOL—ST. PAUL,
MINN. · KRLD—DALLAS, TEX. · KMA—SHENANDOAH, IC NEB. · KGKO—FORT WORTH, TEX. ·
WSGN—BIRMINGHAM, ALA. · WSPD—TOLEDO, OHIO · WEXL— ANGOR, ME. · WGAU—
ATHENS, GA. · KARM—FRESNO, CALIF. · KROY—SACRAMENTO, CALIF. · KDAL— PENN.
· WKPT—KINGSPORT, TENN. · WNDB-FM—DAYTONA BEACH, FLA. · GA. ·
SIOUX FALLS, S. D. · KFYO—LUBBOCK, TEX. · WTHT—HARTFORD, CONN. · WTIC—
WJ D—CHICAGO, ILL. · WAKR—AKRON, OHIO · WJZ—NEW YORK, N. Y. ·
ST. LOUIS, MO. · WMCA-FM—NEW YORK, N. Y. · WHDH—
DIEGO, CALIF. · KFEQ—ST. JOSEPH, MO. · WHOM—
WBUX—QUAKERTOWN, PENN. · KWKW—SAN
KTRF—THIEF RIVER FALLS, MINN. · WGGA—GAINESV
WNHC—NEW HAVEN, CONN. · KTUL—TULSA, OKLA. ·
GY—SCHENECTADY, N. Y. · WINN SVILLE, KY. ·
KVSO— O, TEX. ·

BACKGROUND FOR CONFIDENCE

WIBC—INDI
WJNO—WES
KSTP—
WKRT
WMUR
KSDJ—SAN
WOWO—FT.
KDAK—SIOU
WCOP—BO
WSAV—SAV
WHA—M
WBZ—BOST
KALE—PORTLAN
WTOP—WASHIN
KXL—PORTLAND
KXLQ—BOZEMA
KMOX—ST LOUIS
WTCN—
WGST—
KFRE—T
KPMC—
WTDS-FM—
WGR—HAMBURG
WSLS—ROANOKE
WJPR—GREENVILLE,
KTOK—OKLAHOMA CITY, OKLA. · KSL—SALT LAKE C
KANS—WICHITA, KANS. · WCBS—NEW YO
WHP—HARRISBURG, PENN. · WSIX—
WPJB—PROVIDENCE,
WNAX—YANK

WHOO
KWJJ
WQAM
WAGE
KXLK
KXLJ
KILO
KBUC
WENE
WFLY
WOW
WDSU
WKNE
WKBL
WCCO
WOR
WHCU
WBT
WAPI
WGBA
WEEI
KGA
KNX

LIMITING AMPLIFIER

used by more than 200 stations—AM, FM and TV

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. . . One of the best investments your station can make!

WRITE us for bulletin listing reasons why. *General Electric Company, Room 102, Bldg. 3, Electronics Park, Syracuse, N.Y.*

**Set of tubes approximately \$33 extra.*

You, too, can put your confidence in—

GENERAL ELECTRIC

That's what all buyers of K-NUZ time give the fine results their clients get from K-NUZ's Texas style programming and spot schedules.

CLIENTS'
SALES
INCREASE
in Houston!

AS K-NUZ HOOPERS
INCREASE

	OCT-NOV.	NOV-DEC.
Morning	11.9	13.4
Afternoon	8.4	9.5
Evening	10.8	12.3

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

FCC Federal Status

(Continued from page 28)

delegations of authority to the staff may be made.

"It should be recognized that this program is proposed as a temporary expedient designed to break the logjam which now confronts the Commission. Its purpose is to relieve the Commissioners of their burdensome work load which prevents them from devoting their energies to the basic and far-reaching problems of communications regulation."

Long-range planning activities, the group suggested, should be conducted on a continuous basis under the leadership of the chairman. It advocated a permanent planning committee of key staff members to assist the Commission in this work.

Panels System

In a discussion of the proposed system of panels for broadcast licenses, special radio licenses and common carrier regulation, they recalled that FCC had previously tried the system and abandoned it. "Apparently," the group concluded, "members were unwilling to specialize and too many matters required action by the whole commission."

"There is serious risk," the report warned, "that the Commissioners would develop parochial points of view which would affect their approach to problems requiring action by the full Commission.

"Moreover, if the panels should require a larger Commission in order to staff them, that would be most undesirable. On the other hand, if the panels were able to dispose of a large part of the work of the Commissioners without appeals to the whole body, they would relieve the members of much of the present pressure of work load and leave time for planning and broader issues."

It was the opinion of the task force that these factors could best be weighed by the FCC and the use of panels should be left to their discretion. A panel system, the task force said, should not be required by law.

It was suggested that the Commission "might find it advisable to postpone the adoption of panels until the other recommendations have been given an adequate trial."

Fears that FCC might be taken out from under the wing of Congress and placed in some department under the executive branch prompted introduction of an amendment to a government reorganization bill (S-526). The amendment, offered by Sens. Edwin C. Johnson (D-Colo.) and Burnet R. Maybank (D-S. C.), would prevent absorption of FCC by a large executive department [BROADCASTING, February 21].

Sen. Johnson testified before the Senate Committee on Expenditures in Executive Departments on the amendment Feb. 28. No action was taken on the bill by the committee, which failed to reach a vote.

The committee, according to its chairman, Sen. John L. McClellan (D-Ark.), is considering limitations on the President's authority for government reorganization under the bill.

Legislation

(Continued from page 28)

the risk of obsolescence in television sets as he does with other purchases.

Comr. Hennock thought the public is entitled to a "calculated" risk. She proposed a requirement that manufacturers "indicate plainly of just what components the set is composed, what functions it and they will serve and, based on public notices issued frequently and regularly by the FCC, whether there are under consideration any changes in frequency allocation or standards for such equipment, which would, if adopted, render such equipment less valuable." Comr. Hennock also proposed that the manufacturer furnish the Commission data on adapting equipment.

Comr. Hennock suggested the Federal Trade Commission have jurisdiction under such legislation, and work in close cooperation with the FCC.

Color Question

Another view was expressed by Comr. Jones, on the question of color television. The majority answered affirmatively a question asking whether consideration had been given to a frequency allocation plan to insure the use on a broad commercial scale of color.

Reviewing the hearing of last September, the Commission recalled that it resulted in "fairly general agreement among those who testified that the 475 to 890 mc band should be used for black and white television" and a portion of that band should be reserved for further experimentation with color. There was agreement, too, that color was still not ready and more laboratory and experimental work was needed, the Commission reported.

The Commission said it has not yet reached a decision on these matters.

"In disposing of the questions raised in this proceeding," the report said, "the Commission must face the important policy questions involved in determining the future of television in this country. A decision must be made on the question of utilizing UHF for high-definition black and white, color, the present black and white system or any other system."

Comr. Jones thought it is time now for color television and that modification of black and white transmitters and receivers would be minor compared to other considerations.

FCC, he said, should be the first to provide standards for orderly development of color television. The investing and listening public, he said, should decide what it wants.

"I do not think we are obligated to consider the private interests of any of these 55 licensees or the manufacturers who are tooled up for black and white transmission and receiver production," Comr. Jones said. FCC's only interest, he said, should be the public interest.

Comr. Jones told the committee he was "distressed" because "the inventor of the color television art does not now have the enthusiasm consistent with the zeal ordinarily growing from such a discovery as 6 megacycle color television." Observers construed Comr. Jones' remark to be a reference to CBS color developments.

Comr. Jones wrote:

> **In my opinion color television can be provided for now. Every day the problem of changeover becomes more severe. The modification of black and white transmitters and receivers is minor compared to the other considerations involved. This modification of receivers should not cost more than converters for present TV receivers to receive signals in the UHF band if and when UHF bands are opened to commercial broadcasting.**
>
> **I believe television will not be a full-grown industry until color is provided. Color excites one of our most responsive senses. A travelogue in color, an oil painting reproduced in color, an advertisement for colorful clothing in color—what a difference in enjoyment the TV viewer would get. If we think in terms of opening the UHF in 6000 kc band width per channel so that licenses may be granted and licensees may operate TV broadcast stations in small markets where FM and AM broadcasters now serve the public interest.**

(Continued on page 64)

MEMO to:
FRANK SILVERNAIL, BBD&O

Looking for an established women's program? Your best buy is the Mary Monroe Program 2:15-2:30 P.M. daily, on WCKY with a 4.8* rating.
*(Pulse Jan.-Feb.).

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

March 1, 1949

To the PRESS and RADIO:

Subject: RAILROAD EFFICIENCY

Modern railroading must be efficient if our railroads are to be able to provide the mass transportation upon which this nation's present economy -- its very standard of living -- is based.

Let's see how well the railroads are meeting this requirement.

In 1948, the American railroads carried nearly half again as much freight traffic as they did during the pre-war record year of 1929, and they did it with about half a million fewer cars than they had twenty years ago.

The railroads were able to do this much greater transportation job with considerably less equipment because they were operating at record efficiency. For instance, in 1948, the average freight train did more work than ever before as measured in tons of freight moved one mile in an hour. It turned out 18,779 net ton-miles of transportation service for each hour it was on the road as compared with 10,580 ton-miles in 1929.

This is but one example of the ever-growing efficiency of railroading -- an efficiency which has meant lower costs than would otherwise have been possible in the face of rising wages and price levels. It has also meant better service and greater adequacy and dependability. This efficiency will continue to increase as time goes on.

Sincerely,

William T. Faricy

Legislation

(Continued from page 62)

color is almost a must to cut down operating expenses. For example, black and white TV has to depend largely upon action (movement) which becomes a rather expensive type of program to produce. The enjoyment of color alone would necessitate less action. Possibly the industry has been too wrapped up in the fact that TV is such an effective advertising medium, giving the viewer such an indelible impression of the broadcast. This is a two-edged sword. The indelible impression not only makes repetition less necessary but also more objectionable. One might listen to the same identical record of music hundreds of times over a long period but he would not enjoy such repetition of the same movie. This factor is a major one in TV and can be expected to become more crucial as the novelty wears off. Color will provide a whole new dimension in programming.

I have stated my views more fully because I do not think 1,000,000 receivers now should impair the whole future television system.

On the question of monopoly control in the manufacturing of transmitters and receivers, the committee was advised that FCC is presently conducting a study of the patent situation in the radio field and also "the practice of companies buying patents which they do not themselves own for licensing to others, in order to determine whether such practices are inconsistent with the Sherman Act."

The Commission had concluded, the report said, that under the Communications Act of 1934, it is authorized to promulgate regulations "designed to correct the abuses disclosed by its investigation of chain broadcasting."

FCC told the committee "appropriate action may result" from the interpretation of the Sherman Act given by the Supreme Court in the so-called network case in which it was held that prohibitions of the Sherman Act do apply to broadcasting.

The Commission reviewed its anti-trust authority, the current patent probe and multiple-ownership rules. FCC feels, the report said, that it would be warranted in refusing a renewal of license on the ground of lack of qualifications if a network compelled its affiliates to violate the network regulations. "However," the Commission conceded, "this is a clumsy method of enforcing regulatory policy."

The majority held that opening up the UHF television band under standards different than those in VHF would mean "fairly slow" development of UHF. Comr. Jones, however, took a more optimistic view.

The result of opening the UHF band, the Commission held, would be "great pressure on the Commission to make a nation-wide television system out of the present 12 VHF channels, an obviously impossible situation."

Considering Problems

Sen. Johnson was given Commission assurance that it is "considering the problems of 'Stratovision' and will give earnest and sincere consideration not only to the technical problems but to the economic and social problems which are implicit in the system."

The Commission said it was watching the Stratovision experiment with "great interest" and felt that "if the system works, it could mean television service to extensive rural areas which would otherwise be outside the range of any television station utilizing a land-based antenna."

If successful, Stratovision, the Commission said, "would do for UHF television what the clear channels were designed to do for standard broadcasting and very high power stations are authorized to do in the FM field. The Commission feels that it must be concerned about getting television service to all the people of this country and not simply to those living in suburban areas."

Sen. Johnson, foe of high power on clear channels, had earlier indicated he would delay introduction of a bill he had threatened to introduce to prevent licensing of Stratovision [BROADCASTING, Feb. 7].

A promise was offered by the Commission that it would give "very careful consideration" to whether Stratovision, if it proves feasible, would be restricted to relay functions or whether operators would assume the obligations of a common carrier.

Licensing of Stratovision would result, the report said, in "very careful safeguards" being imposed. One safeguard might be to limit ownership to one station to any one group. Authorization of Stratovision, the Commission said, would also call for careful consideration of the question as to whether "networks should be precluded from owning any such stations and, indeed, whether such stations should be permitted to be affiliated with any of the networks. In this manner Stratovision stations might serve as a very useful antidote to the power presently held by the networks over programs heard by the American people."

Jones' Views

Comr. Jones gave additional views on Stratovision. "Stratovision system of operations," he said, "appears at the present state of the art to offer the only possibility for the thinly populated areas of the country to generally receive satisfactory TV signals."

Stratovision stations, he maintained, should be so located as to "supply the large areas principally and the highly populated areas incidentally." Comr. Jones warned that "we should not permit a situation to develop as in the case of our present clear channel stations which are used primarily to supply large cities."

He contended that Stratovision should be considered as a common carrier if it was considered undesirable to identify it as a licensee.

"If three broadcasting channels were provided for each Stratovision plane, three separate programs would be available over all the large areas," he pointed out. Under such an arrangement no network or group would necessarily have exclusive use of any Stratovision facility, he said.

HUMAN RELATIONS

Improvement Is IDE Aim

HUMAN RELATIONS programs for specific use in schools throughout the country as well as by radio stations will be the primary 1949 objective of the Institute for Democratic Education Inc., its board of governors announced at a meeting Feb. 24 at New York's Waldorf-Astoria Hotel.

Board members who met to plan the year's activities include Elsie Dick, MBS director of women's and religious activities; Robert B. Hudson, CBS director of education and opinion broadcasts; I. Keith Tyler, director of radio education, Ohio State U.; Rabbi William F. Rosenblum, Temple Israel, New York; and others.

The Institute plans to produce a new, special series of *Lest We Forget* children's programs for simultaneous release to schools and stations, based on those transcribed during 1948 and used on playback machines in classrooms and for broadcast by Board of Education radio stations in various cities. For his work as IDE program director, and his recognition of the need for overcoming prejudices in children, Harold Franklin received special commendation from the board of governors.

Also announced by the board was that in 1948 the Institute's radio programs were broadcast by the largest number of stations in its history. *These Great Americans* was carried by 900 stations, *The American Dream* by 810, and *Stories to Remember*, by 302. *Little Songs on Big Subjects*, produced in cooperation with WNEW New York, were broadcast by 618 stations in a second release, matching in station coverage, the release of the preceding year.

Another Institute program, the 13-program dramatic Italian-language series, *Il Prossimo Tuo* (The Man Next Door), produced in cooperation with WOV New York, is soon to be released to all Italian language stations in the United States, and is the first major transcribed series dealing with discrimination problems in the history of foreign language broadcasting.

What's the 1960 Picture?

Will our rockets have reached the moon? Will the uses of atomic energy be a boom to mankind? And what about broadcasting? Perhaps a new miracle of air transmission will be exciting the world.

In 1960, as today, you can bank on this: Havens & Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.

Watch the First Stations of Virginia in 1949.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va.
John BLAIR & Co., National Representatives
Affiliates of NBC

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

66-G

Here's the Recorder You asked for!

The best features of Presto's dual motor gear drive *with* the overhead mechanism and turntable of the famous Presto 6-N.

YES, engineers have often asked us for a compact, economical yet high-quality recorder. Now you may have it in the Presto 66-G for standard and microgroove recording.

Here is a unit ideally suited and priced for the typical broadcast station or large transcription manufacturer. List price, Standard Model, *$996!* ($70 additional for microgroove.)

Here's perfection in total speed regulation and very low mechanical disturbance, thanks to the standard Presto dual motor gear drive. Here's high-quality recording, too, for the 66-G, of course, includes the Presto 1-D cutting head.

You'll find 66-G equal to the most exacting recording tasks when used with suitable amplifiers such as Presto 92-A recording amplifier and 41-A limiter amplifier.

FOR HIGHEST FIDELITY . . . IT'S PRESTO DISCS

Microgroove, even more than standard recording, demands a perfect disc. The answer is Presto. For, sixteen years ago, Presto made the *first* lacquer-coated discs . . . and today Presto discs are *first* in quality.

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

READY NOW: Magnetic Tape Recorder

Presto will show its new super quality magnetic tape recorder at Booths 25-26 at the I.R.E. Show, March 7th. Be sure to see it!

Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, LTD., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

WHAS Bidding

(Continued from page 27)

evidence as to its financial ability to build and operate WHAS-TV. This suggestion came when it developed that Avco Mfg. Corp., Crosley parent, had signified plans to lend Crosley enough money to buy WHAS but had made no comparable commitment with respect to construction of WHAS-TV.

Crosley spokesmen said they felt additional evidence was unnecessary but that they would supply it. Mr. Shouse testified that Crosley's total assets amounted to $4,453,001 while those of Avco and all its subsidiaries aggregated $89,833,443, as of last Nov. 30.

Discussing sale of the WHAS interests, Mr. Baker said book value of the stock being transferred is $391,954 and that the replacement cost of the equipment was estimated at $751,615 in 1947. The latter figure, he said, does not include $215,000 in leasehold improvements made by WHAS in connection with the new quarters, or some $84,000 which has been spent on equipment.

Mr. Baker estimated that the adjusted sales price will be approximately $1,825,000 as of mid-March. The contract also provides for Crosley to lease space in the new *Courier-Journal* building for 10 years at $75,000 a year. Failure to get the TV grant extended would have no bearing on the sale contract.

Mr. Baker said the net worth of WHAS Inc., licensee of the radio properties, is $391,000 of which $51,000 is cash. WHAS earnings in 1947 were $139,711 before taxes and $84,262 after; in 1948, $253,772 before and an estimated $162,572 after. The radio and newspaper properties and the commonly owned Standard Gravure Co. have combined current assets of $2,014,885; current liabilities of $1,099,622, and net current assets of $915,263, Mr. Baker reported.

He attributed the decision to sell the radio stations to a desire of Mr. Bingham for "complete financial self containment." The $6,000,000 bond issue for construction of the new building is twice what had been expected in original planning, and in itself violates a 30-year family tradition, Mr. Baker reported. Complete ownership and control of their properties has been "almost a fetish" with Mr. Bingham and his father, the late Judge Robert Worth Bingham, he asserted, explaining that sale of the WHAS stock "provided a means of making a substantial reduction in the amount of . . . outside financing."

In his discussion of the Crosley interests, particularly the operation of clear-channel WLW, Mr. Shouse said the company's new FM stations at Columbus and Dayton would duplicate the programs of Crosley's Cincinnati FM outlet, which itself duplicates WLW programs.

He also disclosed hopes that Crosley's WINS New York would achieve its authorized 50 kw nighttime operation "sometime this summer." The technical problems which have stood in the way, he said, have been "pretty well licked."

Alien Owners Factor

The question of aliens' interests in Avco, the owner of Crosley, came in for extended discussion after it was brought out that a survey of stockholders, made by Avco's transfer agents, indicated 2% is owned by aliens, 67% by U. S. citizens, and 31% by U. S. residents whose citizenship is not known (they didn't reply to questionnaires). FCC counsel noted that when Avco acquired Crosley in 1945, 1.24% of the stock was listed as alien-held and 79% by U. S. citizens.

Robert E. Dunville, Crosley vice president and general manager, took the stand Thursday afternoon to discuss WLW merchandising operations and advertising standards. His testimony was slated to continue Friday (see story, page 90). Technical testimony relating to the question of signal overlap between WHAS and WLW—and whether it is sufficient to justify FCC invoking its duopoly ban—probably will highlight this week's sessions.

Mr. Bingham was the first WHAS witness, testifying principally on the history, policies and goals of the stations operations.

Mr. Sholis, WHAS director, presented a detailed series of exhibits ranging from background information on past WHAS operation to a pictorial review of new construction progress. He explained that the delay in TV construction stemmed from the many delays in the construction of the new building, planned during the war and begun in January 1946. It was to have been completed within two years, he said. He reviewed WHAS' interest in television since its first application for a station in the late 1920s as well as technical and other difficulties encountered since the video permit was granted.

Mr. Sholis testified that investment in building plant for TV totals $275,000 to date. Mr. Towner stated that his revised estimate of investment in TV by date of operation will total some $306,712 and that additional sums would have to be spent soon after for additional equipment as operation expanded. Some $50,000 already has been spent in equipment over the figure quoted for current building plant investment, it was said.

The WHAS representatives pointed out that it was not possible from a business, operational or practical standpoint to put the TV construction ahead of the AM-FM move because of the integrated set up in the new building. It also was pointed out that even if additional construction time were denied WHAS and the facilities awarded some other applicant, the commencement of a second TV service in Louisville would be delayed even longer. WAVE-TV is now operating there on Channel 5 (76-82 mc).

Upcoming

March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.

March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.

March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.

March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.

March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.

April 1: FMA Clinic on FM Time Sales, New York.

April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.

April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.

April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.

April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13, Management sessions).

PARAMOUNT

Radio, Video Interests Definitely Split

PREDICTIONS that Paramount Pictures' radio and television interests would be divided [BROADCASTING, Feb. 14] were confirmed last week with official disclosure of terms of the anti-trust consent decree designed to split the film firm into two separate companies.

WBKB (TV) Chicago, licensed to the Paramount subsidiary Balaban & Katz, will go to a firm to be known as New Theatre Co., it was reported, while KTLA (TV) Los Angeles, licensed to Paramount Television Productions, and Paramount's 29% interest in Allen B. DuMont Labs will go to a second new firm, New Picture Co.

Presumably Balaban & Katz's WIBK (FM) Chicago and other Paramount radio and television interests and applications will also go to the new theatre concern, with the exception of a San Francisco TV application. These other interests include 25% of WSMB New Orleans, 50% of a firm applying for AM in Atlanta, 10% of one in Hot Springs, and television applications for Detroit, Boston, Tampa, and Des Moines.

In television, each of the new firms presumably would be allowed five stations, whereas Paramount now has that maximum if FCC makes final its proposed finding that the film company controls DuMont.

DuMont owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh and is applying for Cincinnati and Cleveland. Both Paramount and DuMont are fighting FCC's holding that the film company controls DuMont.

Terms of the Paramount consent decree, which would terminate the government's anti-trust suit against the company, were revealed by the Justice Dept. The department and the Paramount board have agreed to the terms, which must also be approved by the company's stockholders and the New York District Court. The stockholders' vote is slated for early April.

Under the decree, Paramount would be divided into two separately owned companies. One would produce and distribute films and the other would operate theatres. About 800 of Paramount's present 1,450 theatres would be sold, however.

Stock of the new theatre company will be placed in the hands of a voting trustee which under court supervision will administer trust provisions designed to insure separate voting control of the two new firms by the end of five years. Paramount stockholders will be issued shares of stock in the new picture company and certificates of interest in the new theatre firm.

The certificates may not be converted into stock in the theatre company, however, until the owners certify they own no stock in the picture company. If by the end of two years 51% of the stock of the new theatre concern has not been released from the trust, the trustee shall retain 100% for all dividends due persons who have not yet converted.

FOR SALE

Store Broadcast Equipment

Broadcast Quality Wired Music Studio Console: Dual Control Panel, 2-speed REK-O-KUT Model V Turntables; Western Electric Salt Shaker Microphone; Dual Meissner Model 9-1091 AM and FM Tuning Receivers with Monitoring Speakers; Pre-Amps and Line Driving Amplifiers. Complete for Wired Music, Store Broadcasting, or Remote Studio Operations. Complete Western Electric Limiter Amplifier; including, 126-C Amplifier, 298-A Control Panel, and 208 Rectifier. REK-O-KUT Master Pro, , Model M-5, Record Cutter.

Can be bought complete or separately. Excellent condition.

CONSUMERS AID, INC.
9 S. Clinton St. • FInancial 6-3065
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PUBLIC RELATIONS EXPERT

Salary: 50¢ for life.

Best in the business. Experienced in all lines. Good appearance. Personable. Tireless worker. Proven results. NAME: MICRO-LITE, the handsome miniature keychain flashlight. Imprinted with your name and give as a premium, it is the best good will builder in the business. (It has also worked wonders for stations themselves.)

For promotional plan tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B-37

MICRO-LITE CO., INC.
44 West 18th St., New York City-11

ADV. BUREAU

Calif. Broadcasters Study Plan

CALIFORNIA Broadcasters Assn. is considering establishment of a Bureau of Advertising, similar to that maintained by newspaper publishers, to promote radio as an advertising media.

The idea was evolved at the association's annual meeting in San Francisco Feb. 25 and was turned over to the organization's board of directors for implementation.

The proposed bureau would be supported by all member stations of the association and would carry out projects designed to favorably influence advertisers on behalf of radio generally without emphasizing any particular type or field of advertising.

The conference, attended by nearly 100 broadcasters from throughout the state, also:

Discussed ways and means of cutting station operation overhead.

Received reports on the New Orleans NAB meeting from William Smullin and Calvin Smith, directors of Districts 15 and 16.

Elected new officers for 1949:

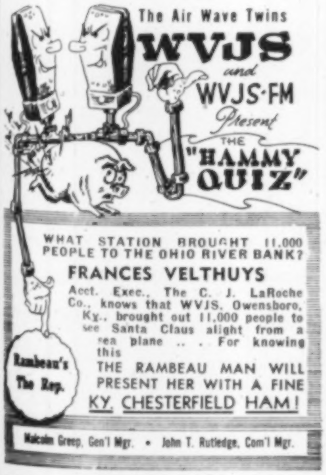
Art Westlund, general manager and president of KRE Berkeley, was elected president of the association, succeeding Harry Butcher, general manager of KIST Santa Barbara. Other officers elected:

Don Tatum, of Don Lee Broadcasting System, vice president and director; Ed Barker, manager KLOK San Jose, vice president and director; Paul Barlett, KFRE Fresno, re-elected secretary-treasurer; Van Newkirk, KRO San Bernardino, director. William Bates of KRTB Modesto, continues as a "holdover" director.

Major portion of the all-day meeting was occupied by two panel sessions: "The Development of New Business" and "Station Overhead."

The New Business panel, which brought forth the idea for a Bureau of Advertising, was headed by Philip G. Lasky, KSFO San Francisco. Participants included Lincoln Dellar, KXOA Sacramento; Cal Smith, KFAC Los Angeles; and Glenn Shaw, KLX Oakland.

The panel on overhead was led by Mr. Westlund. Participating were Gayle Grubb, KGO San Francisco; David McKay, KGYW Vallejo; and William Smullin, KIEM Eureka.



WHAT STATION BROUGHT 11,000 PEOPLE TO THE OHIO RIVER BANK?

FRANCES VELTHUYS

Acct. Exec., The C. J. LaRoche Co., knows that WVJS, Owensboro, Ky., brought out 11,000 people to see Santa Claus alight from a sea plane .. . For knowing this

THE RAMBEAU MAN WILL PRESENT HER WITH A FINE KY. CHESTERFIELD HAM!

Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

BASEBALL

Atlantic to Sponsor

ATLANTIC Refining Co. is completing arrangements for its 14th consecutive season of sponsorship of professional baseball broadcasts this year, Richard Borden, advertising manager, has announced.

The comprehensive schedule will cover all day and night home games of the Philadelphia Athletics and Phillies and the Boston Braves and Boston Red Sox; all day and night games played by the Pittsburgh Pirates, and all day and night games of the Baltimore Orioles in the International League—a total of 616 contests to be broadcast.

Training Games

Atlantic also has arranged to sponsor broadcasts of a number of training games to be played by the Boston and Philadelphia teams and the intra-city contests to be staged at Philadelphia and Boston, between the Athletics and Phillies, and the Braves and Red Sox, prior to the opening of the regular schedule.

A regional network will be used to carry the Philadelphia games throughout eastern Pennsylvania, originating from WIBG Philadelphia. A network will carry the games in the New England states, broadcasts originating from WHDH Boston. Pittsburgh games will be aired over a network in Western Pennsylvania, the broadcasts originating from WWSW Pittsburgh. Games of the Baltimore Orioles will be broadcast over WITH that city, with contests on the board being reconstructed. Atlantic will have a co-sponsor in each of the four territories covered.

For the third consecutive season, Atlantic Refining also will telecast the home games of the Athletics and Phillies in Philadelphia. The company will use all three Philadelphia television stations—WFIL-TV, WCAU-TV and WPTZ—on a rotating schedule.

N. W. Ayer & Son, the advertising agency which has handled Atlantic's sports broadcasts since their inception in 1936, will direct the entire program.

For a number of years, the Ayer agency has assembled all members of the announcing staff for a meeting. All members of the announcing staff will meet in a one-day session in Philadelphia on April 12.

WAYNE VARNUM

Dies March 1

WAYNE VARNUM, 36, head of the public relations firm of Wayne Varnum Assoc., New York, and former publicity director of Columbia Records Inc., died last Tuesday at the National Naval Medical Center, Bethesda, Md., after a long illness.

Mr. Varnum, returning to Columbia Records after his discharge from the Navy as lieutenant in 1946, organized the firm's first New York publicity office.

WARD QUAAL

Is CCBS Acting Head

WARD L. QUAAL, who has been producer-director of public service programs of WGN Chicago, last week assumed new duties as acting director of the Clear Channel Broadcasting Service, in the absence of Director Louis Ruppel due to illness.

Mr. Ruppel, former publicity director of CBS, was slated to assume the CBS directorship Feb. 1 [BROADCASTING, Jan. 31] but as yet has been unable to do so because of a spinal condition which required an operation. He has been in Presbyterian Hospital in Chicago, where his condition is reported good.

Lila Irene Lewis

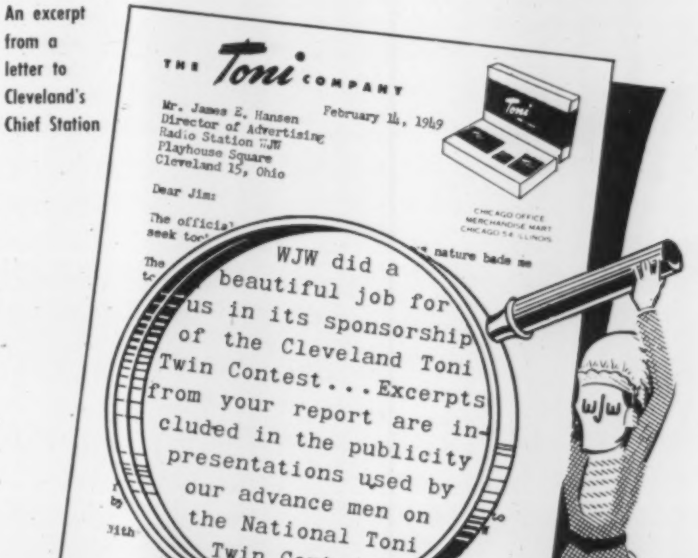
LILA I. LEWIS, with George H. Hartman Co., Chicago, advertising agency, since 1935, died Feb. 28 at St. Luke's Hospital in Chicago. Miss Lewis started in advertising with Wm. J. Rankin Co., that city, and wrote and conducted her own household advisory program at WLS Chicago in the early days of radio. She was one of the original members of the Women's Advertising Club of Chicago. Funeral services were held March 3 in Belvidere, Ill., her home town.

NEW QUAKER SHOW

Donald on ABC March 30

NEW TYPE of audience participation show, *Talk Your Way Out of It*, featuring Peter Donald, will be aired by ABC starting March 30 under sponsorship of Quaker Oats Co., Chicago.

Replacing the company's current sponsorship of *Ladies Be Seated*, the program will be heard Monday, Wednesday and Friday, 3-3:30 p.m. (EST). Prizes of cash and Quaker Oats products will be awarded contestants who best talk their way out of situations posed by Mr. Donald. Quaker agency is C. J. LaRoche & Co., Chicago.



An excerpt from a letter to Cleveland's Chief Station

THE Toni COMPANY

CHICAGO OFFICE
MERCHANDISE MART
CHICAGO 54, ILLINOIS

February 14, 1949

Mr. James E. Hansen
Director of Advertising
Radio Station WJW
Playhouse Square
Cleveland 15, Ohio

Dear Jim:

The officia
seek to
nature bade me

WJW did a beautiful job for us in its sponsorship of the Cleveland Toni Twin Contest...Excerpts from your report are included in the publicity presentations used by our advance men on the National Toni Twin Contest.

truly yours,

Lloyd E. Kronsnoble, Director
National Toni Twin Promotion

BILL O'NEIL, President

WJW

CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

America's leading engineers of important industrial organizations

SWITCH to NEWARK for

TV, Radio, Sound and Recording Equipment, Replacement Parts and Electronic Tubes

because...

NEWARK has the most complete on-the-spot stock of all standard equipment ... *from the tiniest replacement part to the most complete installation* . . . on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the *best!*

NEWARK delivers the goods...but fast! 24-Hour mail-order service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P.A. equipment • Speakers • Mikes • Accessories etc.

NEWARK
RADIO & TELEVISION

Send TODAY for FREE new 1949 NEWARK CATALOG

Also featuring a complete line of RADIO AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for homes, hams and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at **115 W. 45th St.** Downtown at **212 Fulton St.** in **NEW YORK** **323 W. Madison St.** in the heart of **CHICAGO**

NEWARK RADIO & TELEVISION

MAIL NOW!

Dept. B

NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:
Name____________________
Address____________________
City______________State________

NBC's Answer

(Continued from page 23)

given a list of new programs which NBC controls and which will be broadcast when facilities become available. Included are Dean Martin and Jerry Lewis; Henry Morgan; Charles Boyer, in a dramatic series created especially for him; Jose Ferrer, in a new dramatic series; *Four Star Playhouse*, featuring Rosalind Russell, Olivia De Havilland, Cary Grant, and Edward G. Robinson; James Mason and his wife, Pamela Kellino, in a new dramatic series; *The Man Who Came to Dinner*, a series based on the famous stage play; *My Life and Hard Times*, a comedy series based on the book by James Thurber and being written by Mr. Thurber and Goodman Ace; Douglas Fairbanks Jr., in a series highlighting his swashbuckling roles; Dick Powell, in a revised version of the Richard Rogue adventure series; and Kenny Delmar, featured as *Senator Claghorn*.

It was reported in high network circles that U. S. Steel has switched to NBC from ABC. Harry Kopf, administrative vice president in charge of sales, revealed that 11 current evening advertisers on other networks have "expressed a desire to do business with NBC to improve their facilities and enlarge their audience."

One of the best received of many speeches by NBC officials was Vice President John F. Royal's frank appraisal of the network's plight, in which he admitted "the opposition has been outpunching us." He recalled that NBC "had Godfrey once, but didn't even know it."

Denny Plea

Executive Vice President Charles R. Denny called for "hard work and imagination, week by week, month by month, to develop new ideas and talent, to prevent our programming from going stale, and to attract and hold audiences."

"It means promoting our shows up to the hilt," he said. "It means lining up a well-planned schedule where each program contributes to the popularity of the others." In his talk he discussed plans for further development of "mood sequence" in programming, the cost of talent as compared with each rating point.

The high rating of mystery shows which now appear as early as 8 p.m. on CBS was considered during one closed session and there were indications that NBC is changing its thinking on giveaway programming.

Probability that Mr. Denny's idea soon will be put into practice were seen in the report that NBC has the following Sunday night schedule lined up:

6:30—Dean Martin and Jerry Lewis.

7—Audience participation show (to be announced).

7:30—Phil Harris-Alice Faye.

8—Fred Allen.

8:30—Henry Morgan.

At affiliate luncheon (l to r): Walter Damm, WTMJ Milwaukee general manager, Charles R. Denny, NBC executive vice president, and Wayne Coy, FCC chairman.

9—Theatre Guild.

10—*Take It Or Leave It.*

10:30—Horace Heidt.

Network Periods Sold

Mr. Trammell said NBC continues to have more network periods sold than any of its competitors. In evening network time, it has available only one and one-quarter hours as contrasted with three and one-half hours for the "second network," he said. Of this amount, NBC is withholding one quarter-hour for a public affairs broadcast and expects soon to announce the sale of an hour period, he added. In the daytime, Monday through Friday, NBC has two and one-quarter hours open and the "second network" eight and three-quarter hours, he added.

Coast-to-coast television by 1953 was forecast by Carleton D. Smith, director of TV operations for the network, at a special television session for the delegates. He reported that Wilmington will join the network by July 1, Hartford by August, and a Boston-to-Providence channel will be provided by September. Service to Rochester, Erie, Lancaster, Utica, Syracuse, Columbus, Dayton, and Cincinnati is promised for the last quarter of this year, he revealed.

"As of Jan. 1, a Los Angeles-to-San Francisco leg will have been added and in the first quarter of 1950, Harrisburg and Norfolk will be connected to the network cable and a leg from St. Louis to Memphis added," he said. "Indianapolis will be added in March and Fort Wayne in May. Johnstown, Reading and York will be connected in September, Louisville in October, and three westbound circuits out of Chicago will be extended to Des Moines and Twin Cities in late 1950. The Davenport-Tri City area will be served by this leg."

Mr. Smith disclosed that of 55 stations now in operation, 29 are NBC affiliates.

Norman Blackburn, national program director for NBC television, outlined plans for additional popular and public service programs. He announced that the network plans to expand its special events operation, bringing to the viewer more programs like *Operation Airlift TV* and the special video pickup from the aircraft carrier *Leyte*.

Mr. Kopf reported NBC anticipates all evening TV advertising periods "with very few exceptions," will have been sold or will be in an advanced stage of sale development before the end of the year."

Survey Report

A report was made on an NBC coincidental call survey conducted by affiliates Feb. 25 in eight markets. The survey showed 2,700 calls made and gave 42.3% of the audience to NBC and 11.5% to DuMont. The sets in use numbered 67.8.

The resolution endorsing the network's policies:

The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future.

Further, they are in complete accord

WMPS MEMPHIS

68 *On Your Radio*

YOU CAN HEAR THE DIFFERENCE

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by

RADIO REPRESENTATIVES, INC.

with NBC's plans to afford opportunities to new American talent and are confident that this field has unlimited potentialities.

To the end that all NBC programs shall have the widest opportunity, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation's number one network.

A few left the conference unconvinced that NBC can meet present competition with the announced plans while the vast majority were obviously encouraged by what they had heard at the meeting. Representatives of several larger affiliates refused comment and had little to say during the meetings.

Several expressions of enthusiasm for the frank discussion of problems were heard from those present. Mr. Campbell praised NBC's interest in the fundamentals and the selling of merchandise and remarked: "It is sad commentary on American radio when two or three comedians represent the difference between success and failure." He urged leaving "complacency behind and going to work." In his opinion "there is no question but that NBC is the best network facilities-wise."

E. B. Craney, KXLF Butte, Mont., remarked that the meeting "seemed like a wake at first, then developed into a second honeymoon, but ended up like Confession."

An enthusiastic supporter of NBC's aims and objectives at the meeting was Ed Yocum, KGHL Billings, Mont., who said the network "made a great contribution to the whole industry by stopping a trend toward talent costs three times the size of facilities costs. This has been the greatest move toward strengthening the network in my 15 years' affiliation with NBC," he declared.

Those registered for the meeting included:

Adock, S. E., WROL Knoxville, Tenn.; Alexander, John, KODY North Platte, Neb.; Allman, Frederick L., WSVA Harrisonburg, Va.; Arnoux, Campbell, WTAR Norfolk, Va.; Baker, R. R., WTRC Elkhart, Indiana; Baltimore, David M., WBRE Wilkes-Barre, Pa.; Baltimore, Louis G., WBRE Wilkes-Barre, Pa.; Bannister, Harry, WWJ Detroit, Mich.; Barnes, Tom, WDAY Fargo, N. D.; Barnes, William C., WMVA Martinsville, Va.; Barnett, Stanley, WOOD Grand Rapids, Mich.; Bartlett, Paul R., KERO Bakersfield, Calif.; Baskerville, Chas., WFLA Tampa, Fla.; Baudino, J. E., KDKA Pittsburgh, Pa.; Baxter, E. V., KOAM Pittsburg, Kan.; Beaver, C. K., KTBS Shreveport, La.; Becker, Aurelia S. (Mrs.), WTBO Cumberland, Md.; Bengtson, C. A., WINR Binghamton, N. Y.; Bevis, Charles C., WNBK, Cleveland, O. Bock, Hal, KNBH Hollywood, Calif.; Bowry, Walter A., WMBG Richmond, Va.; Boyle, John H., WAVE Louisville; Boyle, John J., WJAR Providence, R. I.; Bradham, Robt. E., WTMA Charleston, W. Va.; Brown, Enoch, WMC Memphis; Brown, Hal, KMJ Fresno, Calif.; Brown, Walter, WTNT Augusta, Ga.; Bruzek, Walt, KROC Rochester, Minn.; Burbach, George M., KSD St. Louis; Burke, H. C., WBAL Baltimore; Campbell, Martin, WFAA Dallas; Chapman, Roy T., KTSM El Paso; Clinton, Geo. H., WBLK Clarksburg, W. Va.; Conly, J. B., KYW Philadelphia; Craney, E. B., Z Net Butte, Mont.; Cranston, Geo., WBAP Fort Worth, Tex.; Cremeens, George H., WEEK Peoria, Ill.; Dahl, Howard, WKBH La Crosse, Wis.; Damm, W. J., WTMJ Milwaukee, Wis.; Dandelake, James, WORZ Orlando, Fla.; Daniel, Harben, WSAV Savannah, Ga.; Daniel, Harben (Mrs.), WSAV Savannah, Ga.; Dumm, Robert, KNOE Monroe, La.;

DeGroot, Don, WTAC Flint, Mich.;

(Continued on page 70)

NBC DEFENSE

Bannister Is Speaker At Chicago Council

ON THE HEELS of NBC's two-day affiliates meeting in Chicago, Harry Bannister, general manager of WWJ and WWJ-TV Detroit, made a strong case for NBC Wednesday before the Chicago Television Council.

Asserting that NBC could have matched CBS dollar-for-dollar "at any stage of the recent negotiations for capital gain deals," he listed several reasons why NBC "played it smart."

Among the reasons:

(1) Cost of talent had skyrocketed too far our of sight during the war and postwar years, followed by a trend in the other direction.

(2) Most of the acts purchased by CBS are "old and may soon be outdated. . . ."

(3) No one knows how great the inroads of TV into AM will be.

"Even if there were no television, sponsors soon would demand great reductions because of climbing costs," Mr. Bannister asserted, "and the transition facing us and with the transition facing us when radio is going down and TV up, the smart thing is to wait for the almost certain evolution into television."

He asked his audience whether they would have selected any one of the big acts in radio today 20 years ago. Recalling that CBS spent "millions in its terrific battle for color," he said the network was forced to make raids on NBC's talent to "make any showing at all." He described color TV as "a gadget, something added, and not a basic ingredient of television."

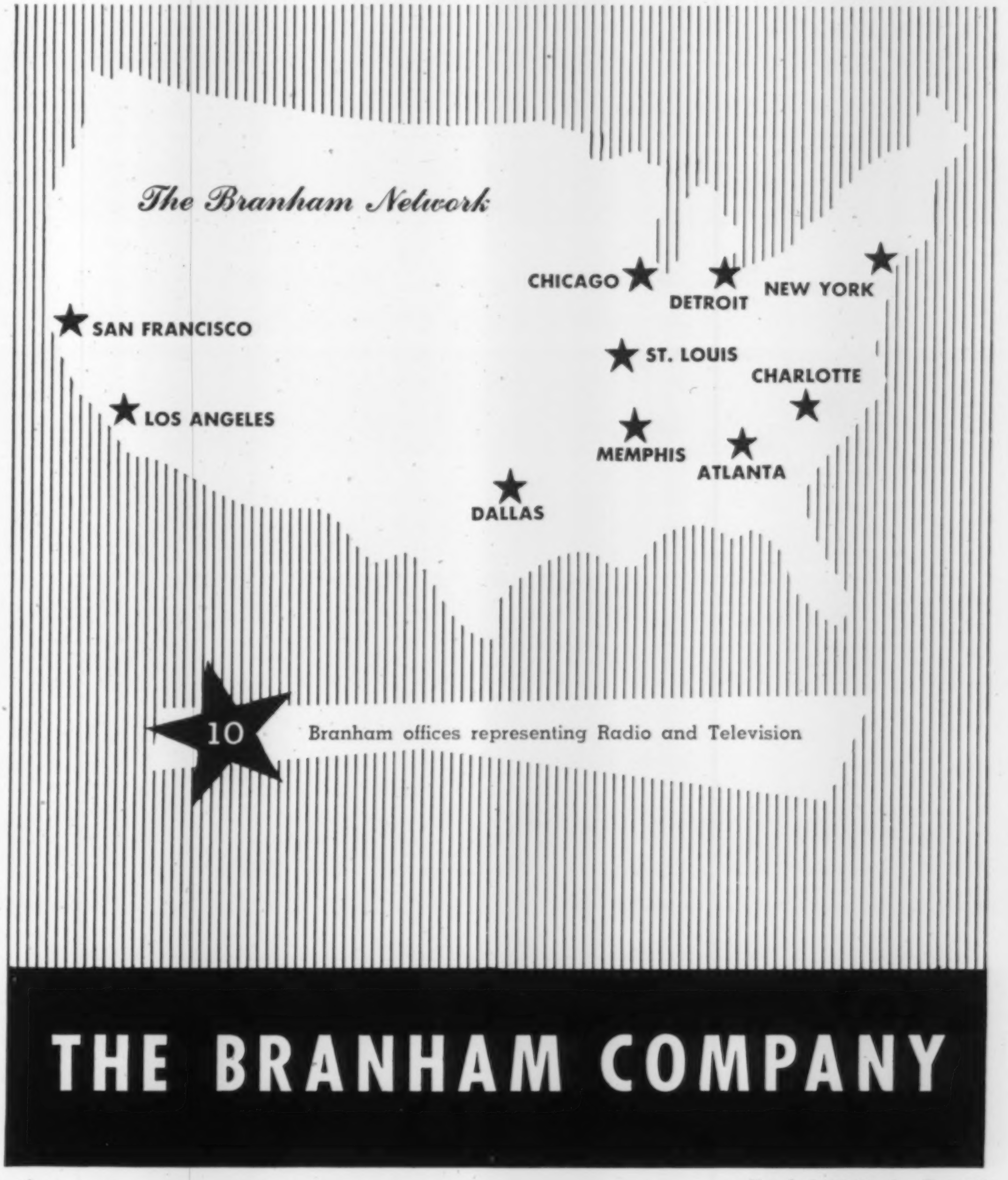
"Whoever heard of anyone staying away from the theatre because a motion picture didn't happen to be in technicolor," he asked.

He observed that television is at a "happy stage when it doesn't have to be good," but warned that those in TV should be "conscious of their responsibility and put out their best efforts."

Telling of his Detroit operation, he predicted that WWJ-TV would be on a self-sustaining basis by next March.

But SPAC Lacked Lac

THERE WAS more than the usual amount of churning about the corridors as NBC's affiliates met last week on the third floor of Chicago's Stevens Hotel. Next door to the NBC gathering was a convention of the American Dairy Assn.



NBC's Answer

(Continued from page 69)

DeMoss, Lyle, WOW Omaha, Nebr.; DeVois, Chas., WROL Knoxville, Tenn.; Denny, Charles E., WERC Erie, Pa.; Diehm, Victor C., WAZL Hazelton, Pa.; Dunn, David E., WSFA Montgomery, Ala.; Dunn, Jack, WDAY Fargo, N. D.; Dunning, Dick, KHQ Spokane, Wash.; Essex, Harold, WSJS Winston-Salem, N. C.; Elwood, John, KNBC San Francisco; Evans, Ralph, WHO & WOC Davenport, Iowa; Evjue, William, WIBA Madison, Wis.; Ewing, F. C., WGRM Greenwood, Miss., Ewing, P. K. Jr., WMIS Natchez, Miss.; Fantle, S. Jr., KELO, Sioux Falls, S. D.; Fay, William, WHAM Rochester, N. Y.; Fidlar, Robert, WIOD Miami; Fisher, O. W., KOMO Seattle; Fitzer, Dean, WDAF Kansas City; Foster, John P., WJAC Johnstown, Pa.; Fox, S. S., KDYL Salt Lake City; Freburg, Charles R., WOC Davenport, Iowa; Fulton, Harold, WHO Des Moines; Gentling, David, KROC Rochester, Minn;

Gillin, John J., WOW Omaha; Gluck, E. J., WSOC Charlotte, N. C.; Greenebaum, Milton, WSAM Saginaw, Mich.; Halff, Hugh A. L., WOAI San Antonio; Hance, Ken, KSTP St. Paul, Minn.; Hanna, Eloise Smith, WBRC Birmingham, Ala.; Hansen, Vernon K., KCRA Sacramento, Calif.; Harrington, R. B., WSVA Harrisonberg, Va.; Harris, Jack, KPRC Houston, Tex.; Harris, Wiley P., W J D X Jackson, Miss.; Havens, Wilbur M., WMBG-WTVR Richmond, Va.; Hill, Eugene S., WORZ Orlando, Fla.; Hopkins, Jack, WJAX Jackson, Miss.; Hough, Harold, WBAP Ft. Worth, Tex.; Hovel, Ben F., WSAU Wausaw, Wis.; Hubbard, Stanley E., KSTP-TV St. Paul, Minn.; Hyett, Harry, WEAU, Eau Clair Wis.; Jackson, Aubrey, KGNC Amarillo, Tex.; Jackson, Glenn, WSPD Toledo, Ohio;

Johnson, Walter, WTIC Hartford, Conn.; Joy, Geo. E., WRAK Williamsport, Pa.; Kelly, E. C. KCRA Sacramento, Calif.; Kennedy, Ken, WDAY Fargo, N. D.; Kerns, Robt., WLOK Lima, Ohio; Kerrigan, Jack, WHO Des Moines, Iowa; Kripps, Nelson, WAPO Chattanooga, Tenn.; Lanford, T. B., KPLC Lake Charles, La.; LeGate, J. M., WIOD Miami; Leich, Clarence, Leich, Martin, WGBF Evansville, Ind.; Leonard, James, WLW-C Columbus, Ohio; Loveman, E. G., WPTZ Philadelphia; Kirchhofer, A. H., WBEN Buffalo, N. Y.; Loyet, Paul A., WHO Des Moines, Iowa; Lutken, P. K., WJDX Jackson, Miss.; Manship, Chas. P. Jr., WJBO Baton Rouge, La.; Mackin, Joseph F., WMAM Marinette, Wis.; Manship, Douglas L., WJBO Baton Rouge, La.; Manson, Ray H., WHAM-WHTM Rochester, N. Y.; Mark, Carl, WTTM Trenton, N. Y.; Marshall, Hunter, WSOC Charlotte, N. C.; Martin, A. F., WKPT Kingsport, Tenn.; Martin, H. K., WALA Mobile, Ala.; Mason, Richard H., WPTF Raleigh, N. C.; Markham, G. Emerson, WGY Schenectady, N. Y.; Meagher, John F., KYSM Mankato, Minn.; Merino, John C., KFSD San Diego; Metzger, Tom, WMRF Lewistown, Pa.; Morency, Paul W., WTIC Hartford, Conn.; Moroney, James M., WFAA Dallas;

Morton, Geo. W. Jr., WAVE-TV Louisville; Mueller, Fred C., WEEK Peoria, Ill.; Murphy, John T., WLW-D Dayton, Ohio; Murphy, Morgan, WEBC Duluth; Mussell, W. O. Jr., WORZ Orlando; Musselman, Bryan WSAN Allentown, Pa.; Murrall, Wm. O., WORZ Orlando; MacBridge, W. E., WWJ-TV Detroit; MacKey, J. Wright, W R A K Williamsport, Pa.; McAndrew, Wm. R., WRC-WNBW Washington, D. C.; McCollough, Clair R., WGAL-WGAL-FM Lancaster, Pa.; McCormick, John, WTAM-WNBK Cleveland, Ohio; Nelson, Arthur F., WHLB Virginia, Minn.; Nethery, Chas., KRIS Corpus Christi, Tex.; Noe, James A., KNOE Monroe, La.; Nolte, Vern A., WHIZ Zanesville, Ohio; O'Connor, Gerard P., WERC Erie, Pa.; Ogle, Barney, KRGV Weslaco, Tex.; Outier, John M. Jr., WSB Atlanta; Pape, W. O., WALA Mobile, Ala.; Park, Daniel C., WIRE Indianapolis; Peace, C., WFBC Greenville, S. C.; Peterson, O. H., WMFG Hibbing, Minn.; Phillips, John S., WGKV Charleston, S. C.; Pill, Howard E., WSFA Montgomery, Ala.; Pulitzer, Joseph, KSD St. Louis; Randolph, F. M., KVOO Tulsa; Reineke, Earl, Reineke Marie E., WDAY Fargo, N. D.; Reinsch, Leonard, WSB Atlanta; Ricketts, Leo, KCRA Sacramento, Calif.;

Rines, Wm. H., WCSH-WLBZ Portland, Me.; Rippetoe, W. F., WBOW Terre Haute, Ind.; Robinson, Wm. P., WLW Cincinnati, Ohio; Rowan, B. J., WGY Schenectady, N. Y.; Ryan, W. B., KFI Los Angeles; Samardick, P., Samardick, Robt. P. Jr. WOW Omaha; Sanders E., WOC Davenport, Iowa; Schilpin, Fred, KFAM St. Cloud, Minn.; Schmitt, Ken, WIBA Madison, Wis.; Sennett, B. W., WERC Erie, Pa.; Shultz, John W., WMVA Martinsville, Va.; Slavick, H. W., WMC Memphis, Tenn.; Smith, Cal, KROC Rochester, Minn.; Stone, Harry, WSM Nashville, Tenn.; Sugg, P. A., WKY Oklahoma City; Swartley, Bill, WBZ Boston; Taylor, Archie J. KANS Wichita, Kan.; Taylor, Dale, WENY Elmira, N. Y.; Taylor, D. L., KGNC Amarillo, Tex.; Terry, Marshall, WLW-T Cincinnati, Ohio; Thomas, Geo. H., KVOL LaFayette, La.; Thompson, C. Robt., WBEN Buffalo, N. Y.;

Thoms, Harold H., WISE Asheville, N. C.; Veal, J. H., WCOA Pensacola, Fla.; Wade, R. E., KOAM Pittsburg, Kans.; Wagner, Wm. D., WHO-WOC Davenport, Iowa; Wagstaff, W. E., KIDO Boise, Idaho; Walker, Wm., WMAM Marinett, Walters, Granville, WAML Laurel, Miss., Wardell, Gordon, KGBX Springfield, Mo.; Ward, S. O., WLAK Lakeland, Fla.; Weir, E. A., CBL-CBM Toronto, Canada; Westmoreland, H. E., WEBC Duluth; Wheelahan, H., WSMB New Orleans; Wheeler, Edwin K., W W J Detroit; White, R. E. KYW Philadelphia; Widenhofer, Norman C., WGL Ft. Wayne, Ind.

NBC PERSONNEL

Adams, David, Adams, B. M., Beville, H. M. Jr., Blackburn, Norman, Cash, Norman E., Chotzsinoff Samuel, Compere, T. H., Coons, Sheldon, De la Ossa, E., Denny, Charles R., Diefenderfer, G. W., Dunlap, Orrin E. Jr., Dyke, Ken R., Eiges, Sydney H., Ewing, Robert, Fisher, Sterling, Flanigan, Robt. M., Flynn, S. A., Fulton, Arthur C., Galbraith, John, Gaines, James M., Guilbert, Robert, Hammond, Charles, Hanson, O. B., Heck, Homer, Hedges, William S., Herbuxeaux, Jules, Hickox, Sheldon B. Jr., Hirsch, Phil, Jacobson, Art, Johnson, Russ, Johnson, Arnold, Kaney, A. W., Kelly, N. Ray, Knode, Thomas E., Kopf, Harry, Lasley, David, McConnell, James C., McGovern, George, McPartlin, John, Moore, Paul, Morgan, Clay, Morris, George L., Myers, J. R., Morton, Oliver, McCluer, Paul, McGovern, George, McCray, Thomas, C., McEdwards, W. J., McFadden, Thomas, Nelson, James, Norr, Roy, Neubauer, Rudi N., Pierce, Jennings, Luttgens, H. C., Ray, William, Reilly, William F., Rittenhouse, Paul, Royal, John F., Russell, Frank, Ryan, Jack, Shelby, Robert, Showerman, I. E., Smith, Carleton D. Smith, Hal, Strotz, Sidney, Trammell, Niles, Walker, Albert, Waller, Judith, Wehrheim, John., Whalley, John F., Woolley, Easton C.

Advertisement

THE NEW RCA TAPE RECORDER
SEE IT AT
THE NAB CONVENTION
(deliveries start June 1st)

Allied Arts

MEL LONDON, former program director at WGNR-FM New Rochelle, has joined Wilbur Stark-Jerry Layton, New York. He will co-write *Red Benson's Movie Matinee.*

EVANS PLUMMER, radio and movie magazine editor, has joined Gladys Rubens Musical Workshop, Hollywood, as associate to promote and develop television talent and shows. School has been staging juvenile musical comedy *Sandy Dreams* over KTLA Hollywood.

HAL HOWARD, formerly with Beverly Hills office of Music Corp. of America, has joined Dallas branch, which has moved to larger quarters in Remington-Rand Bldg.

GUERIN ENTERPRISES, St. Louis film producer, has opened new studios and offices at 427 N. Euclid Ave. **FORT B. GUERIN Jr.,** president, said new facilities will enable firm to supply TV industry with complete film service.

MARSCHALK & PRATT Agency, New York, has subscribed to National Nielsen Radio Index for three years, A. C. Nielsen Co. reported last week. Class A service agreement calls for extra-week ratings and non-network optional feature.

IAN PENDRELL, New York advertising, merchandising and promotion specialist, has moved offices from 42 E. 51st St. to 37 W. 57th St. Telephone: Murray Hill 8-3515.

LEVEE-STARK Inc., Beverly Hills (talent agency), moves to new offices at 8782 Sunset Blvd., Los Angeles. Telephone: Crestview 1-5781.

ED NIEHAY, salesman with Continental Radio Features, Fort Worth, Tex., direct sales organization handling participating radio shows, has been named manager of firm.

BEN BENJAMIN, radio-television head of Levee-Stark, Los Angeles talent agency, is the father of a boy, Jeffrey Arthur.

ERNEST SAMUELSON has been named Kansas City, Mo., district sales manager for Radio Features, Chicago, producer of *The Deems Taylor Concert, Tello-Test* and Mutual co-op, *John Nesbitt's Passing Parade.* Mr. Samuelson's headquarters will be at 1909 E. 39 St., Kansas City.

SCHOOL OF RADIO TECHNIQUE has opened new offices at 316 W. 57th St., New York. **THOMAS H. HUTCHINSON** is director.

SAM HUNSAKER Productions Inc., New York, is readying series of television films for national distribution featuring **SHEILA BARRETT,** mimic.

Equipment

ALLAN B. MILLS, merchandise manager of RCA Victor Home Instrument Dept., has been appointed general sales manager. He is succeeded as merchandise manager by **H. M. RUNDLE,** who has been in charge of home instrument styling. Mr. Mills has been with RCA Victor since 1923, Mr. Rundle since 1930.

Mr. Rundle

Mr. Mills

WESTINGHOUSE Home Radio Div. has announced new table model television receiver, H-196-DX, with modern-styled mahogany cabinet, 52-square-inch viewing screen and suggested retail price of $325 plus tax, installation and warranty fees. Also announced was model 223 with suggested retail price of $269.95.

SIGHTMASTER Corp. announced fortnight ago it was sticking to all-glass cathode-ray tube, as it brought out first 15-inch tube receiver to sell at $495—same price as 16-inch metal tube sets.

RCA ENGINEERING Products Dept., Camden, N. J., has introduced new life-size television projection system (TLS-87), especially adaptable for large public gathering places. System features "out-of-the-way" ceiling mounting for barrel-shaped projector. Control console can be built-in if desired.

DR. HANS KOHLER, formerly with Radio-Marine Corp. and member of Research Labs of Signal Corps, has been appointed to staff of National Bureau of Standards, where he will do theoretical work in electronics division.

GENERAL ELECTRIC Co., Syracuse, N. Y., has announced two new table video receivers: Model 830, 12½-inch picture tube, list price $399.95; model 835, 10-inch tube, list price $325.

R. L. COWARD, salesman at Knoxville branch of Graybar Electric Co., New York, has been appointed manager of Bristol branch. **R. J. FRANZEN,** assistant to lines manager at Seattle, has been named manager of Graybar Tacoma branch.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

BMI's
Family
Album
of
MUSIC
PUBLISHERS

BMI'S WHO'S WHO
in Music

PEER INTERNATIONAL CORP.
and
MELODY LANE PUBLICATIONS, Inc.
1619 Broadway, New York 19, N. Y.

The Popular, Latin-American, Folk and Hawaiian catalogs of these firms are among the most extensive in publishing circles. Both firms, included in the successful interests of Ralph Peer, were among the first to join the BMI family and have consistently given broadcasters song-hit after song-hit.

I LOVE YOU SO MUCH IT HURTS

Recorded by

BUDDY CLARK (Columbia)
REGGIE GOFF (London)
JIMMY WAKELY (Capitol)
FRONTIERSMEN (Victor)
VIC DAMONE (Mercury)
NOVATIME TRIO (NBC Thesaurus)
MILLS BROTHERS (Decca)
FLOYD TILLMAN (Columbia)
SHORTY LONG (Decca)
SMOKEY SMITH (Crystal)
TOMMY CLAYTON (Varsity)
DEAN HUDSON (Lang-worth)

ONE HAS MY NAME
(The Other Has My Heart)

Recorded by

BOB EBERLE (Decca)
JIMMEY WAKLY (Capitol)
TEXAS JIM LEWIS (Exclusive)
RED PERKINS (DeLuxe)
JACK LATHROP (Victor)
SLIM DUNCAN (Columbia)
EDDIE DEAN (Crystal)
TOMMY CLAYTON (Varsity)

EVER POPULAR STANDARDS

DEEP IN THE HEART OF TEXAS
GREEN EYES
GEORGIA ON MY MIND
YOU BELONG TO MY HEART
FRENESI
BRAZIL
YOU ARE MY SUNSHINE
BESAME MUCHO
BABALU
CUANTO LE GUSTA
COME TO THE MARDI GRAS
I'LL NEVER LOVE AGAIN
PERFIDIA

BMI *Pin-up Sheet*
MARCH

BEAUTIFUL EYES (Duchess)
BOUQUET OF ROSES (Hill & Range)
DAINTY BRENDA LEE (Lutz)
I COULDN'T STAY AWAY FROM YOU (Johnstone-Montei)
I GOT A GAL IN GALVESTON (Republic)
I LOVE YOU SO MUCH IT HURTS (Melody Lane)
I WISH SOMEBODY CARED ENOUGH TO CRY (London)
IT'S A BIG WIDE WONDERFUL WORLD (BMI)
JUST REMINISCING (Encore)
LOOK UP (Patmar)
MISSISSIPPI FLYER (Mellin)
WIND IN MY SAILS (Marks)
YOU, YOU, YOU ARE THE ONE (Campbell)

BROADCAST MUSIC, INC.
580 Fifth Avenue
New York 19, N. Y.

Production

RICHARD STEELE, formerly of WBKB (TV) Chicago, has been appointed production facilities supervisor at WNBQ (NBC) Chicago. **LYNWOOD B. KING Jr.** has joined video staff as assistant operations manager.

BERNARD MOORE, chief announcer and production manager at WKNB New Britain, Conn., has been appointed program director of WKNB and WFHA (FM).

FRED KELLER, with WBEN Buffalo since 1942, has been appointed executive producer of WBEN-TV. He succeeds **JOSEPH A. JENKINS,** now program director of WNBK Cleveland.

CHARLES POWERS, ABC director of such shows as *Famous Jury Trials* and *Our Job Is Manhattan*, has transferred to network's television operations as video cue thrower.

Mr. Keller

JACKSON GREEN has been appointed director of production facilities at CBS-TV in New York. **EILEEN LANGE,** former fiction editor of *Women's Home Companion* and associate editor of *Good Housekeeping*, has joined CBS-TV as story editor.

ROBERT H. FORWARD, former production manager and assistant program director for Mutual-Don Lee, Hollywood, joins KTTV (TV) Los Angeles as assistant to program director **HAL HUDSON.**

BOB LEWIS, former assistant radio director for State Advertising, Chicago, has joined WGN Chicago as continuity writer.

VANBUREN De VRIES, producer-director at WMAL-TV Washington, March 9 will address Washington Film Council's television forum, speaking on video film from producer's angle. March 17 Mr. De Vries will speak to Broadcasters' Workshop of General Conference of Seventh-Day Adventists on "How Important Is Your Script?"

NORMA SCHNEIDER joins NBC's Central Division as script coordinator in continuity acceptance department, replacing **CAROL SOMERVILLE,** who has resigned to be married.

MARGERY (Jerry) QUIZZ, with WCBS New York's *Hits and Misses* program since last November, and former music director of KRUX Phoenix, has been appointed record librarian for WCBS.

GLENN UHLES returns to NBC Chicago as assistant night manager after working for two years in guest relations department of ABC Chicago.

ALAN CUMMINGS, formerly with WITH Baltimore, WARL Arlington, Va., and freelancer with Washington, D. C., area stations, has joined WWDC Washington as all-night man. He replaces **LES SAND,** resigned.

WILL CARLSON, formerly with WBCK Battle Creek, Mich., has joined announcing staff of WKBN Youngstown, Ohio.

BILL ROUSSEAU has been named direcor on CBS *Your Lucky Strike*, replacing **HARLAN DUNNING** who left to join BBDO, Los Angeles, as account executive.

MAX FERGUSON, formerly of CBH Halifax, has joined announcing staff of CBL and CJBC Toronto. **KEN HOMER** is new announcer at CBH.

RUTH BROWN, formerly with WCSH Portland, Me., has joined KJBS San Francisco as music librarian.

LEONARD LEIGH, organist, has joined KOOL Phoenix, Ariz., where he conducts *Leonard Leigh Plays the Hammond*, Mon.-Fri., 8:45 p.m.

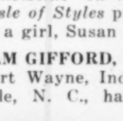
JANET ANGEL has joined WMID Atlantic City, N. J., where she is in charge of continuity and traffic. Miss Angel was formerly with WLAG La Grange, Ga.

CLEDGE ROBERTS, senior producer at WPIX(TV) New York, and instructor at Television Workshop of New York, and **RUDY BRETZ,** recent operations manager of WPIX, have been promoted to supervisory positions at Workshop.

JOAN KAY (Mrs. N. E. Bibow), "Christine" on WNMP Evanston, Ill.'s *Aisle of Styles* program, is the mother of a girl, Susan Elizabeth.

SAM GIFFORD, formerly with WOWO Fort Wayne, Ind., and WWNC Asheville, N. C., has joined announcing staff of WHAS Louisville.

JAMES EBERLE, special events director for television at WWJ-TV Detroit, has been appointed program supervisor. **KEITH McKENNEY,** former program supervisor, has been appointed production manager.


Mr. Gifford

CLIFFORD SHAW, staff pianist at WAVE Louisville, has written six new songs which are now in process of being published. Songs are: "If There Be Ecstasy," "Love in Springtime," "Little Song," "Promenade," "After the Pangs of a Desperate Lover" and "When I Am Dead My Dearest."

TOBE REED has started new quarter-hour show of his own on ABC Pacific Coast and Mountain stations. He will tell "little known" human interest stories and interview various Hollywood personalities.

FRANCES SCULLY, m.c. of KECA Hollywood *Star Gazing*, has been named president of Hollywood Women's Press Club. **LEE HOGAN,** NBC Hollywood fashion editor, named secretary.

RICK VOLLAERTS, writer on NBC *Ozzie & Harriett Show*, is the father of a girl, Victoria Land.

BILL WALKER, member of the WIND Chicago music staff, has written three songs which will be recorded and released by VRT Records, new Chicago firm, some time this month.

CHRISTMAS came in February for Johnny Clarke, m.c. of three-hour morning show over WNJR Newark, N. J. Mr. Clarke requested listeners to send in Christmas cards to be used by local Girl Scout councils to make scrapbooks for North Jersey hospitals and orphanages. Mr. Clarke is shown thanking listeners for response.

SAM HEARN has joined cast of NBC *Dennis Day Show*.

ART MERCIER, WBBM Chicago announcer, is author of "Bait Casting for Lunkers" which will appear in the April issue of *Outdoorsman*.

WILLIAM E. HEALION has joined Chicago's video department as a title artist.

DONALD M. HINE, KTSL (TV) Hollywood producer, and Patricia Elaine Curry have announced their marriage.

JOHN MOORE, formerly of CKWS Kingston, Ont., has joined announcing staff of CBO Ottawa.

FLORENCE JANKOWSKI, writer at WBCK Battle Creek, Mich., and Bernard G. Cunningham were married Feb. 26 and left for Renfrew, Scotland, where Mr. Cunningham will work.

TONY ELLIS, scriptwriter on Don Lee's *Count of Monte Cristo*, is the father of a boy.

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON

Tailored

RADIO PICTURE ALBUMS

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . .
exclusive rights to only one station in each city.
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American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois
Member NAB

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000
NEGRO 300,000
GERMAN 100,000
SPANISH 250,000
ITALIAN 100,000
SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL
5000 WATTS CLEAR CHANNEL

Owned and Operated by
ART CROGHAN & GENE AUTRY

U. OF OKLA.

Eddy, Mitchell, Sill Speakers

WILLIAM C. EDDY, general manager of WHEN (TV) Syracuse, was scheduled to be one of the featured speakers at the U. of Oklahoma's annual Radio Conference. The three-day meet, held at Oklahoma City and Norman, closed last Saturday (March 5).

Capt. Eddy, commanding officer of the Navy's radio and radar school in Chicago and author of *Television: The Eyes of Tomorrow*, was to have been principal speaker at a dinner session Friday at the Biltmore Hotel. His subject was: "General TV Operations." This year's conference theme, "Survival in a Changing World," was subdivided into current problems of operation and the transition of television.

Other radio leaders scheduled to speak included Jerome Sill, general manager, WMLO Milwaukee, Wis.; Frank Marx, ABC vice president in charge of engineering; Beulah Zachary, WBKB Chicago TV producer-director, and Maurice Mitchell, NAB director of broadcast advertising. Mr. Mitchell's topic was "Economic Aspects of Radio Advertising." Other speakers were previously announced [BROADCASTING, Feb. 28]. Mr. Marx discussed "Factors in Planning for Television" in final Saturday sessions.

Sessions were devoted chiefly to station problems and covered station-agency relations, future of low-power campus stations, news, in addition to station and television operations. Highlight of Saturday's agenda was a luncheon sponsored by the Assn. for Education by Radio at the Biltmore in Oklahoma City.

PROGRAM SERVICE

Plan Distribution System

DUAL plan has been announced by the Broadcasters Guild covering a monthly information service to members plus machinery to distribute local and regional programs of members on national basis.

Explaining the move, James Parks, BG Hollywood vice president, said, "Surveying the field for properties particularly suitable to the Guild distribution system, we have found that many locally produced programs have good transcription possibilities."

The news service inaugurated March 1 as "Radio News Digest," will highlight radio and television developments plus inform member stations of new projects and activities of the Guild.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J P McKINNEY & SON

'Break' the Bank?

WHEN KTUL Tulsa's Eddie Coontz ribs sponsors on his *Morning Watch* platter show, none is likely to be immune —not even a bank. The National Bank of Commerce, one of the city's oldest and most conservative banking institutions, is receiving gentle needling thrice weekly. A 52-week series, the promotion is designed to "humanize" the banking business and popularize its services. J. D. McBirney, National's president, and his associate, Carl Wedeman, are sold on Eddie's style of moving merchandise — they're both Coontz fans.

On All Accounts

(Continued from page 16)

RKO lot, he was singled out by A. H. Woods, Broadway producer, for a role in "Arrest That Woman." After getting to New York Earl felt the role was not for him. It was finally decided to spot him in the Chicago company of "The Night of January 16."

Next came word that a part could be had in the Broadway production of "Behind the Red Lights" based on the career of Lucky Luciano. He hustled to New York and was with it for seven months.

The summer of '37 found Earl in Detroit growing very interested in radio. When a job loomed on the staff of WWJ, he was all for it. In late '38, he had a nibble from NBC Chicago and next shifted to the production staff there. By August '41 he had become a production director but Earl had his eye on a California return.

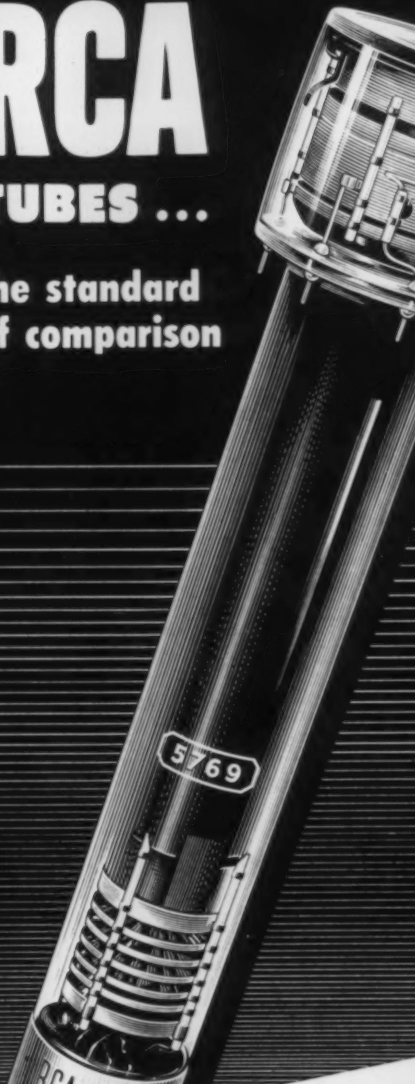
At this time the Red-Blue separation was looming and he gambled that a job might develop as a result. He joined NBC in February '42. Among the shows he worked on were *Kraft Music Hall* and Chase & Sanborn's Charlie McCarthy show.

In '43 Danny Danker approached Earl to join J. Walter Thompson Co. He did, and produced the RCA *What's New* series in mid '43. Next followed assignments on Frank Sinatra's first commercial program, for Vim's Vitamins, and Charlie McCarthy. He has also produced seven of the Elgin Thanksgiving and Christmas two-hour programs.

Several trips east with touring radio shows brought him to New York where the TV bug got him. Last summer he spent much time looking, listening and learning. When the Charlie McCarthy show ceased, he went east again for more look-see at TV. And in January of this year he was named to his present estate.

Mr. became "Mr. and Mrs." when Earl married June Pauly, May 21, 1947. The family hearth is in Beverly Hills, Calif. Hobby hours are largely devoted to theatre, golf and fishing.

RCA
TUBES . . .
the standard
of comparison



Look to RCA's continued leadership in TV—for the finest and most advanced tubes money can buy.

• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

The Fountainhead of Modern Tube Development is RCA

RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

News

JOHN MATERS has been appointed news editor of WJEF Grand Rapids, Mich. **BOB SIDNEY**, staff announcer, has been appointed sports editor.

CHUCK CLEAVER, former news editor at WRRN Warren, Ohio, has joined news staff of WKBN Youngstown, Ohio. **DON BRICE**, WKBN news editor, is the father of twin girls.

CHUCK HEALY, former sports director of WKIP Poughkeepsie, is new assistant sportscaster at WBEN and WBEN-TV Buffalo.

ROBERT F. HURLEIGH, WGN Chicago news director, will receive 1948 award of commendation from Illinois division, Polish American Congress, today (Monday) on his 6:30 p.m. (CST) newscast. Citation is for "forthright and distinguished radio commentaries on the news of world events; bold exposé of the Communist threat to world peace and security; intrepid defense of the principles of American democracy."

MANCHESTER BODDY, editor and publisher of Los Angeles *Daily News*, has started three weekly news analysis broadcasts on KFWB Los Angeles.

H. R. BAUKHAGE, ABC commentator, will substitute for Bryson Rash, network's White House correspondent, on latter's *Capital Close-Up* program March 11 and 18 over WMAL-TV Washington. Mr. Rash will be in Key West, Fla., with President Truman.

FEW MINUTES after this four-engine experimental Beechcraft plane crashed near Wichita, Kan., KANS Wichita had the story on the air with the identity of the pilot who was killed. News Editor Dick Gavitt arrived on the scene of the accident about 15 minutes after the plane came down. He immediately rushed to the studio and aired a bulletin, which was followed later by a detailed account.

Feature

(Continued from page 16)

the twins and giving them the "keys to the city."

Newswise, however, the snub appeared to be an example of cutting off a nose to spite a face. The newspapers also passed up a picture when the "keys to the city" turned out to be the keys to a jail. The six twins and their beauty consultant were arrested and put behind bars in the Tulsa "bastille." The charge: Violation of the Oklahoma cosmetology statute, served during a personal appearance in one of the city's leading department stores.

Their unexpected arrests finally broke the icy silence of the *Tribune*, which grudgingly gave space to save face. *But—*

Observers noted that the Toni twins "incident" was not a mere isolated one in the current Radio-Press War. Newspaper antagonisms have long been smoldering on the Tulsa front.

Last year ABC Central Division conducted a survey of 103 ABC stations, 33 affiliated with daily newspapers in 19 states. In Tulsa the network noted that "the *Tribune* and the *World* have strict policies against the use of radio news." It reported: "Newspapers have been charging regular rates for carrying program schedules, and no radio column, except for John Crosby, appears in this city. Here it has been stated that only articles are carried by Crosby that are critical of radio, according to KOME, ABC Tulsa affiliate."

The Tulsa *Tribune* was quoted by KTUL with this editorial reply, in part, on the Toni incident:

> "Nobody really would have given a toot which twin had the trade name marcel had it not been for the very people who didn't want anybody to give a toot.
>
> "All the 'which twin has the —' publicity stunts were falling flat as a flounder. The newspapers weren't having any, thank you.
>
> "But look what happened. Somebody put their manicured foot in their mouth by trying to prevent publicity which wasn't there, and wound up giving the twins and their hair-twister publicity which, ironically, they never could have bought and which spread over the whole country. . . .
>
> "The twins, three sets of them, came to town. But nobody displayed much interest. They whirled around in cars with the trade-name painted on the sides, preceded by a shrieking siren. A few people glanced their way. That was all.
>
> "They probably would have left town, just as unspectacularly as they entered, if—and here the foot-in-the-mouth development enters.
>
> (This assumption, of course, discounting the fact that station KTUL had been blasting the Toni-Twin contest message over the air for a week—and also that there are more than a score of popular twins in Tulsa and others in neighboring communities—KTUL.)
>
> "Most of the state's beauty parlor operators are frankly, openly and aggressively fighting all varieties of 'home' beautification of the female. Cuts them out of business.
>
> "So, when the (trade name) twins came to town and set up business in several stores, Miss Enola Shumate, Oklahoma City, state cosmetology board inspector, was watching with an eagle eye.
>
> "Not long afterward warrants were issued for the (trade name) caravan. They had been, the warrants alleged, lecturing and demonstrating a hair preparation 'without a license.'
>
> (Local counsel for the Toni Twins contended, however, such was not the case, that the girls and products were merely on display. At any rate, there's more—KTUL.)
>
> "But where few if any people knew the (trade name) twins were in town before, or even gave a toot, all of a sudden everyone knew it. When the three sets of twins and their retinue were tossed in the jail, their invasion of Tulsa suddenly became 'news.'..."

Despite the newspapers' anti-radio policy, listeners who had heard about the twins on KTUL still jammed department stores to see them before police arrived.

Mused KTUL: "It will be interesting to see the reaction to similar activity when another (trade name) home permanent concern, currently carrying a heavy schedule of newspaper advertising, comes to Tulsa with a promotion campaign."

Technical

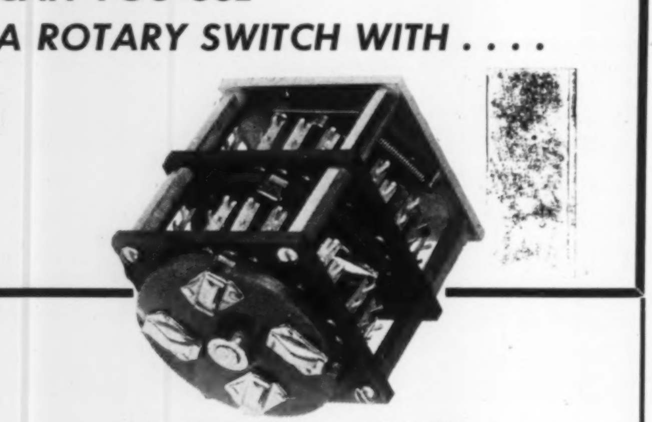
JOHN BATTISON, allocation engineer for ABC, was to leave Marc 5 for London where he will present paper on "American Broadcasting" to British Institute of Radi Engineers.

GEORGE C. HANSEN, formerly wit KSTP-TV St. Paul as television studi supervisor, has joined Airborne Instruments Lab., Mineola, N. Y., as supervisor of technical services. Three other former officials at KSTP are now with Airborne: **HECTOR R. SKIFTER** is president of firm; **DONALD M. MILLER** is vice president in charge of engineering and production, and **J. N. FRICKERS**, former KSTP vice president i charge of engineering, is director o engineering services for Airborne.

Mr. Hansen

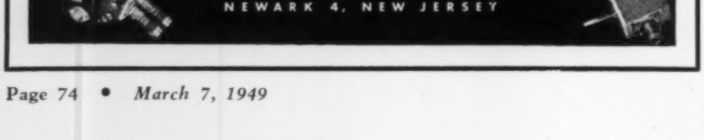
GENERAL ELECTRIC Co., Transmitter Div., Syracuse, N. Y., has announced new utility video amplifier Model 4TV17A1, for two-channel general purpose use as line or monitoring amplifier, and as line amplifier and supersync mixer. Amplifier is especially useful in raising remote programs as low as 1.2 volts up to standard 2.0 volts for transmission.

CAN YOU USE
A ROTARY SWITCH WITH . . . .



- A tamper-proof rotor arm (patented)
- Extra long life
- Low and uniform contact resistance
- Minimum thermal noise
- High resistance to leakage
- Trouble-free operation

Consult the Daven Company on your switch requirements. A complete line of standard switches is offered; contact our Engineering Department for special switch problems. Write for Bulletin SW-1, Dept. BD-3 for complete information on standard switches.



THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

AM TRANSMITTER
AND TOWER
FOR SALE AT
A REAL BARGAIN!

New transmitter at new site necessitates disposal used 250 watt Western Electric 23A transmitter, complete with tubes. 199 ft., self-supporting Blaw-Knox tower, including lighting equipment ready to ship. Save a lot on this well cared-for equipment. Transmitter *$800*. Tower *$1350*.

KWNO, Winona, Minn.

WINZ

ALCOM SPEECH

Room for Both TV, Radio

ELEVISION will never supplant dio, there being room for both rvices, Max F. Balcom, president Radio Mfrs. Assn., declared ednesday in addressing the Town eeting of Radio Technicians at e Rodger Young Auditorium, Los ngeles.

"Television is the newest and the st exciting addition to the reiver line," he told the meeting. do not mean to imply, however, at radio receivers are passing out the picture. On the contrary dio set production in units unbtedly will continue well ahead television for several years to me.

"While the industry is turning 2 million or more TV sets in 49, it will be producing, I beve, at least 10 to 12 million dios, which is equal or better an the production in all but one two prewar years.

"Don't overlook the fact that ere are approximately 75 million dio receivers in this country, me 2,000 AM stations, and more an 700 FM stations. Neither the blic nor the station owners are ing to scrap such an investment a hurry, regardless of the atction of television. Sales of tomobile radios and portables, oreover, are the greatest in the dustry's history and are likely to emain at a high level for some me."

Mr. Balcom predicted over half e manufacturing industry's inme in 1949 will come from telesion sets and that all set sales ll surpass the 1948 record in llar volume. He said TV sets ve an average retail price been $350 and $400 compared to ound $55 for radio sets.

Within a few years the televin-radio industry will rank with e largest industries in the United ates, he indicated.

ERTIFICATE of appreciation for ekly series of discussion programs, *ke Up, St. Louis*, has been presented KXOK St. Louis by St. Louis Junior amber of Commerce.

Turntable

FREDERIC W. ZIV Co., Cincinnati, has announced purchase of five of its shows by WGBR Goldsboro, N. C. Shows, signed for 52 weeks, are: *Easy Aces, Philo Vance, Boston Blackie, Wayne King Show* and *Guy Lombardo Show*. Ziv account executive on contracts is **GUY ZWAHLEN.**

DECCA RECORDS Inc., New York, at directors' meeting last Tuesday, declared regular quarterly dividend of 12½¢ per share on capital stock payable March 29, 1949, to stockholders of record March 15, 1949.

STANCIL-HOFFMAN Corp., Hollywood, has developed new lightweight, midget magnetic tape recorder known as "Mini-Tape." It weighs less than 10 pounds and can be carried by shoulder strap. Coincident with announcement, firm formally changed name from William V. Stancil Co. to Stancil-Hoffman Corp., and announced plans for starting production of wide-range playback only machine.

CHARLES MICHELSON Inc., New York, has announced signing of following new contracts for its transcribed shows: Taking *Blackstone, Magic Detective* are WATN Waterbury, N. Y.; KANE New Iberia, La.; WAGM Presque Isle, Me.; WMAJ State College, Pa.; WLAM Lewiston, Me.; WSIX Nashville; KFJI Klamath Falls, Ore.; KLMR Lamar, Col.; WGNS Murfreesboro, Ky.; WCCP Savannah, Ga.; WMAP Monroe, N. C.; WIDE Biddeford, Me.; WKAX Birmingham, Ala.; WDSU New Orleans; KORE Eugene, Ore.; KYSM Mankato, Minn.; WLOX Biloxi, Miss.; WOPI Bristol, Tenn.; KIRO Seattle, Wash.; WHAP Hopewell, Va., and WNNC Newton, N. C.; *My Prayer Was Answered*—WILE Cambridge, Ohio; *The Sealed Book*—KRKN Ft. Smith, Ark. Taking *Mystery Package* are WALA Mobile, Ala.; WLNA Peekskill, N. Y.; WNOC Norwich, Conn., and KTHT Houston, Tex.

CAPITOL RECORDS Inc., Hollywood, has announced regular quarterly dividend of 65¢ per share on $2.60 convertible preferred stock, payable April 1 to stock of records March 15.

WEEKLY program of developments of UNESCO, *UNESCO World Review*, has been mailed to 500 program directors of leading stations.

Returning to the Network *

WLS NATIONAL BARN DANCE

*ABC, 9:00 TO 9:30 P.M. C.S.T.
SATURDAYS FOR PHILLIPS
PETROLEUM COMPANY

Represented by JOHN BLAIR & CO.
50,000 Watts — ABC Affiliate

WLS
CHICAGO 7

The
PRAIRIE
FARMER
STATION

Seven new planes completed
...at a cost of $4.30!

New planes can't fly without control cable, and this manufacturer needed some—fast. He got it the same way he regularly gets many supplies and parts — by Air Express. The cable was ordered in A.M., delivered to plant same day. 500 miles, 28 lbs., Air Express charge only $4.30. And plane production continued without a break.

$4.30 included pick-up and delivery at no extra charge—and receipt for shipment. All this, plus the *world's fastest shipping service*. That's Air Express—used with profit by every business.

Shipments go on all flights of Scheduled Airlines. Speeds up to 5 miles a minute—no waiting around. Around-the-clock service. Direct service to over 1,000 airport cities, air-rail for 22,000 off-airline offices.

Facts on low Air Express rates:

22 lbs. of new fashions goes 700 miles for $4.73.
6-lb. carton of new jewelry line goes 1,000 miles for $2.24.
Same day delivery in both cases if you *ship early*.

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Commercial manager and announcer for network station in small town in northern part of Virginia. Box 345a, BROADCASTING.

Wanted—First class manager and announcer for Mutual network station in Virginia. Box 346a, BROADCASTING.

250 watt fulltime station major southern market looking for capable manager with selling ability. Give full details first letter. Box 344a, BROADCASTING.

Salesmen

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assistant manager, salary with percentage of increase. No get rich quick boys wanted. This is a stable permanent position and calls for experienced hard hitting sales effort. Write giving full particulars, experience, salary desired and last three employers. Enclose photograph. Care Box 280a, BROADCASTING.

Salesman capable of taking position of commercial manager for Florida network station. Straight salary for one who can produce business. Must have had 5 or more years of radio selling experience. Send outline of experience, photo to Box 288a, BROADCASTING.

Salesman: Established territory. Eastern market. Future for television. Drawing account. Excellent opportunity for right man seeking a permanent job with a future. Box 323a, BROADCASTING.

Wanted—Salesmen calling on FM stations to sell FM promotions. Box 368a, BROADCASTING.

Salesman wanted for 250 watt Mutual station, unopposed in 17,000 city. Affiliated with newspaper and general conditions very favorable. Right man could quickly have charge of sales department. Producer needed and pay commensurate. W. D. Dixon, KVWC, Vernon, Texas.

Experienced salesman for progressive Massachusetts daytimer 280,000 primary population. Fair treatment, unusual sales potential. Frank McArdle, WCRB, Waltham.

Salesman on L. I. and N. Y. accounts—car, experience and L. I. residence essential. Salary. Joseph A. Lenn, Vice Pres., WHLI. Hempstead, L. I.

Announcers

Wanted—Experienced announcer, 250 watt Mutual station in Virginia. Forward all details, photograph and audition disc. Box 239a. BROADCASTING.

Excellent southern station in major market has position for top announcer. Pay schedule includes incentive plan. Total salary $85.00 to $90.00 per week. Good future. Send photograph, complete business and personal references. Minimum four years experience with good stations. Two years college background. All-round ability to qualify. Send audition sample of disc jockey work, news, commercial spots. Inexperienced men need not apply. All reliefs confidential. Box 266a, BROADCASTING.

An experienced announcer who has first class ticket. Emphasis on announcing ability. Florida network station. Must have car. Send disc, photo, outline of experience and salary requirements to WSPB, Sarasota, Florida.

Announcer with first phone. Commercial board schedule, programming, news. Submit photograph, disc, references. Station KUBC, Montrose, Colorado.

Help Wanted (Cont'd)

Southern California station has permanent position for announcer with thorough knowledge and background classical music. Deep voice and writing ability. He will produce. Write and announce two hour nightly symphony five nights weekly. Be record librarian. A first class ticket will add to his earnings or he may have a sales background which will add to earnings. But he must be one of these combinations. Submit transcription classical program. Photo and letter of qualification one package. Don't waste everybody's time if your pronunciation isn't perfect and your classical background complete. Box 287a, BROADCASTING.

Experienced staff man. Send letter, full details, salary desired, disc. WSAZ, Huntington, W. Va.

Announcer—Early morning DJ wanted immediately by midwestern 1000 watt daytime station. Must have pleasing friendly voice for informal musical clock type show. Box 312a, BROADCASTING.

Top morning man: New York State NBC affiliate. Must be experienced. 5 day week, salary, talent. Send disc, qualifications. Box 292a, BROADCASTING.

Wanted — Combination announcer-engineer with emphasis on announcing. Also one experienced announcer. Pleasant working conditions. Please contact: Manager, WRQN, Vidalia, Georgia. Telephone 327 or 693.

Wanted—Experienced announcer 250 watt NBC affiliate, southerner preferred. WGRM, Greenwood, Mississippi.

Sportscaster, must be experienced and aggressive. Start $75.00 week. Send disc, photo, complete background. Box 350a, BROADCASTING.

Five combination men with first class engineer's license. Top pay for top personality deejays, immediate openings. Rush disc and complete data to Earl Harper, WNOR, Norfolk, Virginia.

Technical

Have immediate opening two transmitter operators with first class tickets. Car necessary. Previous broadcast experience unessential. No Floaters. Chief Engineer, KCTI, phone 770, Gonzales, Texas.

Chief operator's assistant for upstate New York 1000 watt broadcasting station. Must have thorough experience in construction and operation of directional antenna array, transmitter and speech equipment. Also can use two radio operators holding a radio telephone first class license. Services required immediately. Telephone Mr. Brown, Monroe 7710, Rochester, New York.

Wanted—Chief engineer for established midwest station in city over 50,000. 250 watts unlimited AM. 10 kilowatts FM. Network affiliate. Completely news plant. Experience and trouble shooting ability essential. Must be able to manage personnel. Good remuneration. Paid vacation. Free group insurance with hospital benefits. Our operation requires chief to pull some transmitter shifts. Write all details. Box 290a, BROADCASTING.

Station in upstate New York has immediate openings for engineers, program-director-announcer and announcers. If interested wire immediately, Station Manager, WOPT, Oswego, New York.

Production-Programming, others.

Program director 5 kw Mutual. Middlewest. Start $75.00 week. Send disc, complete background. Box 289a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

I want to get in touch with a competent program director who wants to really do a job and a name hillbilly to serve as disc jockey and emcee. State your minimum salary requirements to start. Box 265a, BROADCASTING.

Program director with some announcing duties, wanted by midwestern 1000 watt daytime station. Send all qualifications and starting salary. Box 311a, BROADCASTING.

Program director-announcer wanted by west Tennessee station. Must be thoroughly experienced, a real opportunity, permanent. State beginning salary requirements. A. B. Robinson, Box 309, Jackson, Tennessee.

Girl continuity writer capable of air work. Education preferred. Write or wire details to Leonard G. Anderson, WKBH, LaCrosse, Wisconsin.

Program director—Midwest Mutual affiliate. Some announcing. Capable of operating on limited budget and supervising announcing staff. Complete background, references and disc. State required salary. Box 355a, BROADCASTING.

Situations Wanted

Managerial

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Manager-engineer. Married, sober and reliable. Will construct and organize your station for efficient and profitable operation, or if already in operation, will manage your station in the interest of economy and profits. Box 295a, BROADCASTING.

Commercial manager available. Experience, fifteen years advertising director of daily newspaper, four years as commercial manager of 5000 watt network station. Reason: station leaving air. Box 297a, BROADCASTING.

Manager presently employed 5000 watt network affiliate. Eight years with present company. Excellent experience in sales, promotion, programming. Knows how to handle employees. Family man. Highest recommendations. Good sound proposition only. Box 298a, BROADCASTING.

Commercial manager—10 years experience all phases. Can qualify as manager. Dependable. College education. Desire permanent connection with a future. Excellent references. Box 325a, BROADCASTING.

Young manager and young program director, presently employed, want to put new station on air in city of 30,000-100,000 or make money loser a profitable investment. Have just built and organized independent small market station. First year profits after taxes: 18.5 percent of original investment. Records available. Experienced in sales, news reporting, community programming, station promotion and business management. High salaries necessary. Box 309a, BROADCASTING.

Employed manager—New or established station. Organization and experience all departments, stations from ground to prominence. 250 to 10,000 watts. Specialize efficient staffs, good programming and overall administration. 10 years radio. Former FCC employee. Stable. Box 219a, BROADCASTING.

Situations Wanted (Cont'd)

Manager-commercial manager. I have come up through the ranks from salesman to station manager and know the business from beginning to end. I have a proven and successful record with network and independent stations in both large and small markets. Middle aged, excellent character, top references. Available at once. Box 305a, BROADCASTING.

Manager with 23 years of successful background would like reasonable offer. Family man, sober, knows sales, production and promotion and works right in the thick of things. Good voice, likeable personality and not afraid of work. Will be available after March 15. Box 351a, BROADCASTING.

Experienced active commercial manager or salesman, successful record, desires position with progressive station salary-bonus basis, about $100 week guarantee. Married, ambitious, reliable, best references. Presently employed. Available on resignation. Box 355a, BROADCASTING.

Announcers

Available immediately, skilled salesman, able to deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 753, BROADCASTING.

Topnotch morning personality. College graduate, 9 years experience announcing, selling and programming. Excellent record. Excellent references. Box 272a, BROADCASTING.

Here's your chance to save headaches. Full staff now available. Experienced reliable men. Reason for change, station ownership policies. Manager-program director, all straight announcers plus specialties of newscaster, sportscaster and play-by-play, disc jockey, continuity writer. All work together cooperatively. No friction. A must for good station operations. Box 242a, BROADCASTING.

Play-by-play sportscaster with over two years experience. Best references. Box 260a, BROADCASTING.

Announcer, approximately two years experience for northern Illinois. Good staff man. Specialist news, serious music. Worked net affiliate serving 340,000. Matthew Teolis, 4343 N. Greenview, Chicago.

Baseball announcer, can give play-by-play with the best. I have the experience plus topnotch voice and delivery. Save time. Try me first. Answer all offers. Box 231a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Combination announcer-engineer, married, dependable and will go anywhere. For further particulars and disc write or wire John Mursu, 408 E. 14th St., Minneapolis, Minnesota.

Experienced announcer desires job in Michigan. Good references. For information write Noble Gravelin, 2511 Auburn Ave., Pontiac, Michigan, or call 2-3032.

Announcer (mail pull) 29, married. Announcing, news, farm editor. Photo and disc available. P. S. Not too proud to clear shrubs, bulbs, etc., from studio. Pathfinder School of Broadcasting, 1229 Oak Street, Kansas City, Missouri.

Sports announcer and good, reliable staff man, experienced play-by-play. Family, 29. Conscientious, willing. Box 293a, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work. Flexible enough to change to required conditions. Box 847, BROADCASTING.

Announcer, 28, married. College graduate. 3 years experience in small stations. Can offer you sincerity and hard work in exchange for opportunity with progressive midwest station. Box 299a, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced announcer. Good voice. Combination or otherwise. Want Illinois or vicinity. Presently employed on network in south. Box 302a, BROADCASTING.

Experienced announcer, outstanding voice. Golden personality. Wishes to make change. Presently employed. Box 303a, BROADCASTING.

Announcer, 23, married, sober, versatile, well-trained by professionals. University background. Will travel. Disc and photo upon request. Box 304a, BROADCASTING.

Announcer. Like Diogenes, I too am seeking a man, however, a man who will pay a reasonable salary to one (me) who has had a year of general announcing experience and board operation. Will travel. Peter Lewicki, 4812 S. Avers Ave., Chicago 32.

Prolific announcer—2 years experience. Powerful voice, authoritative newscasting style. Single, 24, will tackle anything promising. Box 308a, BROADCASTING.

Experienced announcer—script writer with 5000 watt network affiliate. Specialize in adlib. Disc shows, comics, audience participation, etc. Prefer east. Available immediately. Transcription, photos, scripts and references on request. Box 310a, BROADCASTING.

Versatile announcer, 23, well versed, sportscasting, newscasting, commercial message, acting, at comprehensive radio school, Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Box 318a, BROADCASTING.

Midwest senior announcer wants a change for the better. I give no one a hard time—even get along with my mother-in-law. Have done every show in the book. Box 330a, BROADCASTING.

For thoroughly experienced announcer contact N. B., Box 334a, BROADCASTING. Disc, complete details available.

Experienced, dependable staff announcer. Excellent sports background, play-by-play. Qualified newsman. MC work, special events. Box 294a, BROADCASTING.

No floaters! If yours is an established station whose staff members are not always "looking around for something better"; if conscientiousness, enthusiasm, and a well-rounded experience are of consequence to you; if you want a production-minded announcer at your mikes and turntables, then I want to become an important part of your staff. Veteran, married, prefers network-affiliate in large midwestern city. Box 337a, BROADCASTING.

Versatile announcer, 23, well versed; sportscasting, newscasting, commercial message, acting at comprehensive radio school, Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Box 339a, BROADCASTING.

Announcer—29, vet, some good experience, disc, resume available. Versatile, competent, reliable. Can fulfill any requisite. Box 341a, BROADCASTING.

Presently employed announcer with 1st phone and proven writing and producing ability available April 10. Prefer New England area but will consider all offers. Box 348a, BROADCASTING.

Announcer—23, single, 2 years college speech, graduate leading announcing school. Also, capable sportscaster. Desires experience in small station. Disc and photo on request. Box 357a, BROADCASTING.

Sports play-by-play. Former network announcer now employed in baseball, football, basketball, play-by-play desires change of location. Dependable with best references. Could report start of baseball season. Box 358a, BROADCASTING.

Announcer-writer, $1\frac{1}{2}$ years with AFRS, graduate of N.Y's leading school for announcers. Experienced in newscasts, disc shows, commercials. College man. Will go anywhere. Resume, disc photo upon request. Box 362a, BROADCASTING.

Announcer—Single, well versed in complete studio routine. Record, news, sports, play-by-play. Travel for good opportunity. Disc and details. Box 363a, BROADCASTING.

Announcer, one year experience MBS affiliate. Single, 24. Operate console. Prefer midwest. Michael Gulla, 5009 S. Talman Ave., Chicago, Ill. Republic 7-5791.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Situations Wanted (Cont'd)

Young inexperienced announcer. Ambitious. Can read news commercials, do sportscasting, copywriting, etc. 800 hours of training. Write Box 372a, BROADCASTING.

Announcer desires position with progressive station. Married, 25. One year experience. College journalism graduate. Presently employed. Special interest-news and disc programs. Box 364a, BROADCASTING.

Baseball play-by play expertly handled. Presently employed calling basketball. Experienced all phases of sports. Other types announcing capably handled. Dependable married man with son, five. Box 366a, BROADCASTING.

Top announcer, 5 years experience, capable in all phases. Single 25 years old, college graduate. Hyland White, 526 Sutter Avenue, Brooklyn 7, New York.

Technical

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

Control operator, 25, married. Two years experience all phases with progressive New York State NBC affiliate. Good references. Available now. George Parounagian, 12 Lincoln Ave., Johnson City, New York.

Engineer, first phone desires transmitter operating job. Five years experience AM. Studio, transmitter and remotes experience. Sober, reliable, married. Available at once. Box 307a, BROADCASTING.

Chief engineer desires change. Nine years experience, AM construction, directional antenna, married, prefer midwest. References. Box 313a, BROADCASTING.

Combination man, $2\frac{1}{2}$ years experience, 2 years present job, 26, married, first phone and telegraph, available two weeks. Prefer southwest. Box 314a, BROADCASTING.

Partner? Will invest in minority interest or work for stock in 250-1000 watt AM station or CP. Capable, experienced, reliable engineer with $2\frac{1}{2}$ years announcing-engineering experience, 2 years present job, $1\frac{1}{2}$ years chief engineer and assistant manager. First phone and telegraph licenses. Confidential. Box 315a, BROADCASTING.

Radio operator—13 months transmitter of 250 watt station, some remotes, tape recordings. Graduate RCA Institute. Box 316a, BROADCASTING.

Engineer—First phone, two years experience, any location. Box 328a, BROADCASTING.

Chief engineer 1 kw FM New York, presently employed desires locate Louisville area. Thoroughly experienced all phases installation, maintenance, console operation, recording. Married, one child. Can and will do top job. Box 329a, BROADCASTING.

Engineer, first phone, experienced combination announcer-operator. Sober and reliable. Box 340a, BROADCASTING.

First phone vet seeks engineer position west. No experience broadcasting. Box 349a, BROADCASTING.

Engineer, first phone, veteran, 28, single, experience 1000 watts AM, FM, transmitter and studio 3 years electrical engineering, associate IRE, available immediately. Box 352a, BROADCASTING.

First phone, no experience. Willing to work. Course in radio and television. Box 350a, BROADCASTING.

Engineer—Eighteen years varied experience including construction of two 250 watters. All your maintenance or construction problems handled skillfully. Presently employed chief of 250 watter. Box 367a, BROADCASTING.

Engineer—First phone and telegraph, thirteen years experience broadcast, airlines and shipboard radio. Good technician. Age 33, family man, sober and reliable. Desire connection with progressive organization in Maryland, D. C., West Virginia or vicinity. Excellent references. Sid Parks, 130 McCall St., Waukesha, Wisconsin.

Chief engineer—9 years varied radio experience. Last two broadcast assistant chief. Can maintain station, take shift, do remotes, transcribing and any other work on 1000 or 250 watts. Married. Permanent. Prefer middle Atlantic or southeastern seaboard. Box 296a, BROADCASTING.

Situations Wanted (Cont'd)

Young man, 25, 1st phone license, desires position broadcast field. Now available. Best references. Kenneth Kitchen, 1802 Woodside Ave., Baltimore 27, Maryland.

Production-Programming, others

Production man, music librarian and traffic manager desires position with aggressive station in competitive market. Can build programs that bring commercial results. Box 980, BROADCASTING.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Keep billings high with planned programming, coordinating with sales department. Select a program director who can do the job for you. Thorough knowledge. Excellent references. Experience includes starting operations for 250 watt independent. Box 225a, BROADCASTING.

Experienced girl Friday—traffic, continuity, air work, public relations—a whiz! Box 232a, BROADCASTING.

Copywriter, good education, best references, modest requirements. Available immediately. Box 249a, BROADCASTING.

Young man thoroughly trained wants job as continuity writer and announcer. Can start at once. Discs and scripts furnished on request. Box 246a, BROADCASTING.

Program director-sales manager. All-round announcer. At present major market executive. References tops. Box 306a, BROADCASTING.

Family man desires programming or production position with advancement opportunities. Presently employed NE Mutual affiliate offering none. Have ability, experience and excellent references. Available immediately. Box 317a, BROADCASTING.

Gag writer for disc jockeys available. Will send free material. Box 319a, BROADCASTING.

Production, programming knowhow. Formerly continuity head 50 kw CBS affiliate. Network script sales. Formerly stock player major film company. Two years public relations manufacturing business. Age 36. Interested television, radio. California, preferably Los Angeles. Box 320a, BROADCASTING.

Ready to advance in programming and news. Five years experience. Now in second year southwest regional. References and disc on request. Box 321a, BROADCASTING.

Attention southwest: Need your climate! Have AB Degree in speech and dramatics. Studied radio at Northwestern U. Practical experience in most phases of radio and stage. Good background for television. Box 326a, BROADCASTING.

Program director—I want to increase your station's program standards and make your air time more valuable to you and your sponsors. Six years program production, selling and announcing experience are at your service. Box 331a, BROADCASTING.

Writer-producer—30, eight years wide experience from Columbia Workshop to top, commercial, network shows. Can give local, live programming that smooth, professional, network quality. Box 332a, BROADCASTING.

Continuity writer, young man, twenties, single, experienced in knocking out good selling copy, right kind promos. Available almost immediately. Box 336a, BROADCASTING.

Program director experienced both east and west coasts, wants position with a future. Programs successful, saleable, listenable; able to make station integral part of community; best personnel relations. Top announcing voice any type program; own specialty programs. Presently employed. Please state salary. Box 369a, BROADCASTING.

Program director interested same position Ohio or Indiana. Six years experience announcer, writer, special events. Box 338a, BROADCASTING.

Traffic chief, continuity writer, part-time receptionist and switchboard, girl, college graduate, seeks responsible position with air work. Excellent voice, background; details, continuity samples and disc on request. Box 347a, BROADCASTING.

Situation Wanted (Cont'd)

Sportscaster, sports copywriter, publicist, young, some experience. Also consider staff announcing. Sports editor of NJ bi-weekly. Former assistant high school coach. Box 354a, BROADCASTING.

Capable, versatile, male continuity writer. Experienced. College education. Excellent references. Consider going anywhere. Write Box 356a, BROADCASTING.

Television

Technical

Planning new construction, TV, FM or AM? Available July, experienced engineer, good business man. Prefer small television or FM organization. College grad. Box 301a, BROADCASTING.

Engineer—not a beginner. 10 years broad radio experience. Excellent educational and experience background. Seeks contact with well established metropolitan station contemplating television. Box 230a, BROADCASTING.

Production-Programming, others

Assistant television director-writer—8 years experience, films, legit, network radio. Salary secondary to opportunity. Box 333a, BROADCASTING.

Assistant director or floor manager available immediately. Experienced all phases TV production (2 camera chains). College graduate, little theater and radio background. $75 week minimum to start. Best references. Not clip happy but composition conscious. Box 327a, BROADCASTING.

TV film director-editor, coordinator. Desire position back home on west coast in either of two above positions. Thoroughly experienced, best references. Married. Box 324a, BROADCASTING.

Experienced television producer, director, cameraman, salesman. Best references. Available immediately. Box 353a, BROADCASTING.

Television director or assistant. Master's Degree in radio and theater. Summer stock and announcing experience. Television floor manager for fourteen months before recent staff reduction. Good recommendations. Chris Montross, 817 W. Farnum, Royal Oak, Michigan.

Are you in search of a young, ambitious, creative producer with two years of television experience who wants to get a foothold in television? If you are, stop looking! You've found him. Box 359a, BROADCASTING.

TV director. 5 years television, producing, writing, directing in Chicago. 14 years radio, all phases programming including two national, award winning shows. Desire position as producer-director or program manager. College grad. Age, 31. Good references and reviews. Box 343a, BROADCASTING.

For Sale

Station

For sale—Eastern metropolitan market. 1 kw daytime. Profitable, well established. $125,000. Box 163a, BROADCASTING.

Equipment

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of $\frac{5}{8}$ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

For sale—Scott dynamic noise suppressor 910-C. Includes tubes and remote control resistor. Gray finish. Almost new. $475.00. Write WLAD, Danbury, Connecticut.

250 watt transmitter, RCA type 250 G, good condition, available result power increase. Make offer Dietrich Dirks, KTRI, Sioux City, Iowa.

(Continued on next page)

For Sale (Cont'd)

FM transmitter, GE ST model 4GF8A1, 337 megacycles. Can be modified for 100 mc. output up to 250 watts. Full FM broadcast quality, rugged construction. Good operating order. With tubes. Also remote control equipment for above. Make offer to WMIT, Winston-Salem.

For sale—New, never used—Truscon 286 foot, self-supporting tower complete with A-3 lighting, plus reinforcing rods for foundation. Sectionalizing insulators available. Will support 4 Bay GE FM Antenna. Ideal for television. WRRN, Second National Bank, Warren, Ohio.

For sale—Western Electric 355-El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

Complete A-3 tower lighting equipment with Crouse-Hinds flasher beacon and flasher. Make offer. Write Box 222a, BROADCASTING.

New 6N Presto recorder in 4B cabinet and 92-A Presto amplifier with tubes, $850.00. KMAE McKinney, Texas.

Consolette, two-studio RCA 76B1. Good working order. With power supply and two external preamplifiers for turntables, all tubes. First $800 check. WMIT, Winston-Salem.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—RCA 5 kw AM transmitter minus exciter. This is an excellent buy for any 250 watt station expecting to increase to 5 kw. WHIO, Dayton, Ohio.

FM transmitter, GE 3 kilowatt 4AF2B1. 42-50 megacycles. Consists of 250 watt unit and amplifier. Operating order, with tubes. Readily adaptable emergency service, etc. Make offer to WMIT, Winston-Salem.

For sale—RCA 100-F Kluge Co. modified for 250 w transmitter, dual crystals, 1340 kc. Replaced by new equipment—sacrifice at $850. Box 370a, BROADCASTING.

Four SRL-7A klystrons used with GE microwave relay equipment, $815 each. 1 GE microwave relay outfit with three transmitters, 3 receivers, with 6-6 ft. parabolic reflectors. Operates at 2,000 mc. power output 5 watts. Thirty hours service. Total price: $30,000. Write John H. Mitchell, Gen. Mgr., WBKB, Chicago, Ill.

Scott, 910A dynamic noise suppressor, complete with 600 ohm conversion and remote control, cost approx. $600 new. Will trade for broadcast type turntables or sell for best offer. Address WNDB, Daytona Beach, Florida.

Two element 620 kc 10 kw RCA phasing unit $1500; WM-30A RCA phase monitor $450; limiting amplifier RCA $200; several meters for rack mounting $100: $2000 takes lot. Box 361a, BROADCASTING.

10 KVA-3 phase 220 V-AC Kohler electric plant, and 2 Philco-York cw-61 window mount air-conditioners (5,750 BTU per hour). All in excellent condition. WIKC, Bogalusa, Louisiana.

1 television transmitter, sound and picture now operating Channel 4, Chicago. Power output 4 kw. Includes 1 RCA super turnstile antenna, 3 bay, 600 ft. of 1⅝' air coax; 1—200 ft. tower; water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. Price $45,000. Write John H. Mitchell, Gen. Mgr., WBKB, Chicago, Ill.

Wanted to Buy

Used 250 watt FM broadcast transmitter $2000 or less. Also monitors, Collins or GE rings. Box 322a, BROADCASTING.

Miscellaneous

Party interested in filing application for AM station wants bids for a consultant to handle all details except engineering. Box 371a, BROADCASTING.

Employment Service

International openings all AM-TV phases. RRR-Radio-TV Employment Bureau, Box 413 Philadelphia. Industry's oldest free employers service.

Help Wanted

Technical

WANTED: EXPERIENCED TELEVISION TRANSMITTER ENGINEER

Must have actual station experience on all TV and related equipment including film cameras, controls, etc. Capable assuming operating and maintenance responsibilities. Steady position open as of March 25. State starting salary minimum, experience and references in first letter with snapshot if available. Replies treated confidentially. Address Robert Lee, KFMB-TV, San Diego, California.

Production-Programming

SCRIPT WRITER

Network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 291a, BROADCASTING

Situations Wanted

Announcer

Announcer, 6 years experience. All phases, successful record as disc jockey, special events, sports. Can *sell* copy. Have air checks, photos. (Just left PD and announcer position east coast station past 2 years.) Single, 27.

BOX 342a, BROADCASTING

For Sale

Equipment, etc.

THREE TOWERS

400-FOOT BLAW-KNOX

10% DISCOUNT

We recently purchased three 400' Blaw-Knox, SGN, constant cross-section, guyed towers. Then we had a change of plans, so now would like to dispose of them.

The three towers are brand new, have never been erected. They are completely galvanized, and all parts necessary for the installation, including insulators, are available.

We paid $10,600 each for these towers — a total of $31,800. Since then Blaw-Knox have increased their prices considerably. However, since we are reluctant to warehouse towers for which we have no immediate use, they are being offered at a 10% discount. So here is your chance to purchase one, two, or all three of these towers at 10% off the purchase price and save up to $3,180.

IMMEDIATE DELIVERY

BOX 335a, BROADCASTING

For Sale (Cont'd)

FOR SALE

LEHIGH TOWER, 179 FEET.
EXCELLENT CONDITION.
CONTACT
WBML, MACON, GEORGIA

FOR SALE

220 ft. Tower

This tower is a stainless, engineering, guyed tower, 220 feet. Uniform cross section, single base, insulator support. Painted according to CAA specifications.

For Sale Price, contact
Manager, WSPD, Toledo, Ohio

Station

FOR SALE—
LOCAL NETWORK STATION
Small north-midwest town. No competition. Complete area dominance. Excellent technical position. Well established in community. Complete new large plant. Price for 100% of stock, $175,000. Low ratio price to profits. Principals only.
Write Box 853,
BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

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PHILIPPINES

Manila Announces Profits

THE MANILA Broadcasting Co., owner and operator of DZRH Manila, DZMB Manila and DYRC Cebu, P. I., has announced that net profits for 1948, after deduction for depreciation and other charges except income taxes were $141,584.85. The company also announced a capital gain through sale of shares of $30,353.90.

A dividend of 5¢ per share was paid as of June 30, a similar dividend was paid on Sept. 30, both 1948. A stock dividend of 15% was paid on Nov. 30, and a cash dividend of 2½% per share was paid on Dec. 31, also 1948.

The year's total dividends amounted to $136,462.75.

Miscellaneous

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SPRING MEET

March 15-17 Set by RMA

PROBLEMS and proposals result g from expansion in television d changing radio market condi ons will draw top attention of dustry leaders at Radio Manu cturers Assn.'s annual spring nference this month in Chicago, MA has announced. Three y meeting is scheduled for March 5-17 at the Hotel Stevens.

Opening sessions (Tuesday) will uch on TV service problems, to discussed by RMA's service com ittee under Chairman A. T. Alex der. Association's parts divi on, under Chairman A. D. amondon Jr., will organize a w antenna section to act on TV ception. In addition set manu cturers will consider a number proposals involving television, cluding RMA's statistical serv , at a meeting of the set division ecutive committee the following y, March 16. Chairman is George Gardner.

Continuation of "Radio-in-Every oom" campaign and National adio Week plans for 1949 will be ken up opening day by RMA's vertising group under Chairman Stanley H. Manson. On Wednesday executive committees of the parts division and amplifier and sound equipment division will meet.

President Max F. Balcom will preside at a meeting of RMA's board of directors March 17 to pass upon the various division and committee proposals.

Plans for RMA's "silver anniversary" convention, scheduled for May 16-19, also at Chicago's Stevens Hotel, will be acted upon by the convention committee headed by Leslie F. Muter, RMA treasurer. The convention will be held coincidently with the annual Parts Industry Trade Show. Convention committees have already been named [BROADCASTING, Dec. 20, 1948].

Wholesaler Renews

PLEASED with results of its sponsorship of Great Bend High School football game broadcasts last fall on KVGB Great Bend, Automotive Parts Co., wholesale firm, is sponsoring this season's Great Bend Black Panther basketball games and has renewed its football contract for next fall. Dale Simonson, sponsor's president, sums up the reason in KVGB's house organ: "Our experience with radio advertising, as provided by our affiliation with KVGB, has certainly changed our ideas about advertising. We are indeed well pleased with the results . . . and with the close cooperation given us by the station personnel."

Election Scheduled

ELECTION of officers of the Radio Correspondents' Galleries is slated for tomorrow (March 8) in Washington, D. C. ABC Commentator Elmer Davis is expected to ascend to the organization's chairmanship, replacing MBS Commentator Albert L. Warner. Mr. Davis, presently vice-chairman of the group, would move up under a rarely altered custom of rotation.

Completing WFMI's largest commercial contract are (l to r): former Governor Charles M. Dale, station manager; Mr. Georges; Morris H. Berry, and Jack Kane, play-by-play announcer.

* * *

WFMI (FM) PACT

Firm to Sponsor 23 Games

M. H. BERRY MOTOR Co., Lincoln-Mercury distributor in New Hampshire and Maine counties, has signed for 23 high school basketball games to be broadcast over WFMI (FM) Portsmouth. Contract, which is WFMI's largest commercial pact, calls for all out of town games as well as home games.

Total cost to the sponsor for the 23 games will be approximately $1,550, according to Bert Georges, WFMI vice president and general manager. The FM station now charges 20% of the open rate of its AM sister station, WHEB. A recent survey, Mr. Georges said, shows about 22% of the radio homes in that area have FM sets, in addition to FM receivers in many public places. An intensive two-week promotion campaign on FM, including a contest on "Why I Prefer Listening to FM" was begun by the station last month.

ARRL HANDBOOK

26th Edition Is Released

THE RADIO AMATEUR'S HANDBOOK, 26th Edition. By the headquarters staff of the American Radio Relay League. 736 pp. $2.

THE 1949 edition of *The Radio Amateur's Handbook* has just been released by The American Radio Relay League. In its 25 chapters the book covers the field of amateur radio communication from basic theory to the latest techniques in single-sideband telephony.

The history of amateur radio, electrical laws and circuits, vacuum-tube principles and data on high-frequency communication are contained in the first four chapters. Additional theory is given in following chapters which deal with specific phases of amateur radio. To implement the text there are 1,651 illustrations, including 118 charts and tables, and 77 basic formulas.

WFIL REALIGNMENT

Promotion Dept. Split

WFIL and WFIL-TV Philadelphia have set up two specialized departments to handle sales and audience promotion as separate operations and to augment activities in these fields.

Fred Hayward, who joined the stations in 1938, has been named director of the audience promotion department and in that capacity he also will direct the stations' news and special events operations. Mr. Hayward has been with CBS and WBT Charlotte, N. C., and was manager of KWSC Pullman, Wash.

George A. Koehler, formerly assistant to Mr. Hayward, has been named director of the newly created sales promotion department. He will supervise all promotion directed to advertisers, agencies, and trade publications as well as merchandising activities for the station. He has been assistant director of the combined promotion department.

KMGM (FM) Moves

KMGM (FM) Los Angeles has moved to new quarters on Metro-Goldwyn-Mayer lot, Culver City. Station was formerly in new Rexall Drug Store building at 8480 Beverly Blvd.

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ACTIONS OF THE FCC

FERBUARY 25 to MARCH 3

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

February 25 Decisions . . .

DOCKET CASE ACTIONS

AM—950 kc

Announced proposed decision looking towards grant of application of Midland National Life Insurance Co. to change operating assignment of KWAT Watertown, S. D., from 1240 kc 250 w unl. to 950 kc 1 kw unl.; change trans. site and install new trans. and DA-N and denial of application of Corn Palace City Radio Corp. for new station at Mitchell, S. D., 950 kc 5 kw unl. DA (Comrs. Sterling and Hennock not participating; Comrs. Coy and Jones dissenting).

AM—740 kc

Announced proposed decison looking towards grant of application of All-Oklahoma Bcstg. Co. for new station in Tulsa, Okla., 740 kc 50 kw-D 10 kw-N DA cond.; and denial of application of KUOA Inc. for new station at Siloam Springs, Ark., 740 kc 10 kw unl. DA.

Commission on Feb. 24 scheduled oral arguments for March 25 in following proceedings:

Belleville News-Democrat, Belleville, Ill.; Hobart G. Stephenson Jr., St. Louis, and On The Air Inc., East St. Louis, Ill.

Foulkrod Radio Engineering Co. and Independence Bcstg. Co., Philadelphia.

Niagara Bcstg. System, Niagara, N. Y.; Lockport Union-Sun & Journal Inc., Lockport, N. Y., and Great Lakes System Inc., Buffalo, N. Y.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Frequency Bcstg. System Inc., Monroe, and Bastrop Bcstg. Co., Bastrop, La.—Granted petition of Frequency Bcstg. System Inc. to dismiss without prejudice its application and removed from hearing docket on Commission's own motion application of Bastrop Bcstg. Co.

Robert C. Hodgkins and Northampton Bcstg. Co., Northampton, Mass.—Granted petition of Hodgkins to dismiss without prejudice his application and Commission on own motion removed from hearing docket application of Northampton.

Community Bcstg. Service, Aliquippa, Pa.—Granted petition to dismiss without prejudice application.

Balboa Radio Corp., San Diego, Calif.—Granted petition to amend application to specify Escondido instead of San Diego as location.

KVOL Lafayette, La.—Granted petiton for postponement of consolidated hearing on application of KVOL and KRMD from March 14 to May 16 at Washington.

The Fort Industry Co.—Granted petition to dismiss without prejudice application for consent to transfer of control of WHAS Inc.

Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion postponed hearing on application from March 1 to March 14 at Greenwich.

Crescent Bay Bcstg. Co., et al, Santa Monica, Calif.—Commission on own motion postponed consolidated hearing presently scheduled March 9-15 in various California cities, to following dates: April 21 at Escondido; April 22 at Oceanside; April 25 at Santa Monica; April 26 at Anaheim and April 27 at Inglewood.

WHYN Holyoke, Mass.—Granted petition for extension of time to file reply to petition of Pynchon Bcstg. Corp. for rehearing and time was extended to March 7.

U. T. K. Radio Corp., Utica, N. Y.—Granted petition for extension of time to file exceptions and time was extended to March 7.

Worcester Bcstg. Co., Worcester, Mass.—Granted petition for leave to amend application to show that FM ant. will be mounted on AM array.

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—Denied petition for leave to amend application to show death of an officer, stockholder and director and substitute new; and reopen record.

Vulcan Bcstg. Co., Birmingham, Ala.—Commission on own motion postponed indefinitely hearing scheduled for March 3 at Birmingham in re application, pending action on request for waiver of hearing.

Harrisonburg Bcstg. Co., Harrisonburg, Va.—Commission on own motion dismissed without prejudice application for lack of prosecution under provisions of Sec. 1.381 of rules.

WMEX Boston—Commission oh own motion extended to March 21 time within which parties may file proposed findings in re application for renewal of license.

February 25 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

Van Wert Bcstg. Corp., Van Wert, Ohio—CP new AM station 860 kc 250 w D AMENDED to request 1580 kc DA.

AM—1450 kc

KBPS Portland, Ore.—Mod. license change hours from 10:30 a.m.-6:30 p.m. (PST) Mon. through Fri. to 10 a.m.-10 p.m. (PST) Mon. through Fri. AMENDED to change from mod. license to CP change power from 100 w to 250 w.

Modification of CP

KRBC Abilene, Tex.—Mod. CP change frequency, increase power, etc. for extension of completion date.

WFMJ Youngstown, Ohio—Same.

KGHF Pueblo, Col.—Mod. CP increase power, etc. for extension of completion date.

License Renewal

License renewal applications filed by following AM stations: KLZ Denver; WICC Bridgeport, Conn.; WGAC Augusta, Ga.; KMVI Wailuku, Hawaii; WIND Chicago; KSAC Manhattan, Kan.; WGR Buffalo; WEAN Providence, R. I.; WMAM Marinette, Wis.

KSJO-FM San Jose Calif.—License renewal FM station.

WCNB - FM Connersville, Ind.—Same.

Modification of CP

KFPW-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WNAB-FM Bridgeport, Conn.—Same.

WLAD-FM Danbury, Conn.—Same.

KMBC-FM—Kansas City—Same.

WJAY-FM Mullins, S. C.—Same.

KSO-FM Des Moines—Mod. CP new FM station to change ERP, type trans. and studio site.

Replace CP

WQQW-FM Washington—CP to replace CP new FM station.

CP for Changes

WDBJ-FM Roanoke, Va.—CP change ERP.

License for CP

KBOA-FM Kennett, Mo.—License to cover CP new FM station.

TENDERED FOR FILING

Assignment of License

WNOC Norwich, Conn.—Assignment of license from H. Ross Perkins tr/as Norwich Bcstg. Co. to Eastern Connecticut Bcstg. Co.

WOSH-AM-FM Oshkosh, Wis.—Assignment of licenses from Myles H. Johns, William F. Johns Jr., William F. Johns Sr. and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co. to William F. Johns Jr., William F. Johns Sr., Penrose H. Johns and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co.

AM—1110 kc

KREM Spokane, Wash.—CP change from 1340 kc 250 w unl. to 1110 kc 1 kw unl. DA-N.

APPLICATION RETURNED

Assignment of License

WLDY Ladysmith, Wis.—RETURNED Feb. 14 application for assignment of license from O. J. Falge to Flambeau Bcstg. Co. Inc.

February 28 Decisions . . .

DOCKET CASE ACTIONS

AM—1050 kc

Announced final decision granting application of WDZ Bcstg. Co. for CP to move WDZ from Tuscola to Decatur, Ill., distance of 38 miles. Station operates 1050 kc 1 kw D and no change in facilities is involved. (Chairman Coy dissenting; Comrs. Sterling and Hennock not participating.)

AM—1240 kc

Announced proposed decision looking towards grant of application of Granite City Bcstg. Co. for new station, St. Cloud, Minn., 1240 kc 250 w unl. and denial of competing application of St. Cloud Bcstg. Co. for same facilties. (Comrs. Walker dissenting, Jones not voting, Sterling and Hennock not participating.)

BY COMMISION EN BANC

License Renewal

Adopted orders denying applications for renewal of licenses of STLs W1XVJ, Westinghouse Radio Stations Inc., Boston; W2XEO, Capital Bcstg. Co. Inc., Schenectady, and W9XMB, Moody Bible Institute, Chicago. Same were granted originally upon exp. basis subject to change or cancellation at any time without notice. Frequencies they now use under temp. extension expiring March 1 were in 1945 assigned to glide path aeronautical radionavigation service and their further operation thereon would constitute hazard to safety of life and property. The three ST stations were notified Feb. 10 that it would be necessary for them to vacate this band, and that other bands are available for their operation. There was no response.

Petition Denied

KMPC Los Angeles, WJR Detroit, and WGAR Cleveland—Denied petition by G. A. Richards requesting that (1) he be heard in person before Commissioner en banc or designated member or members, (2) that, meanwhile, hearing scheduled March 16 in Los Angeles be suspended, and (3) that if, at conclusion of such personal appearance, Commission deems further hearing necessary it be held in Washington. Commission's denial is without prejudice to right of petitioner, upon conclusion of scheduled Los Angeles hearing, to request presentation of his testimony in further hearings in Washington. (Comr. Hyde voted to grant part of petition requesting preliminary personal hearing.)

Hearing Designated

WGL Fort Wayne, Ind.—Designated for hearing applications for consent to assignment of license of station WGL and associated remote pickup stations to News-Sentinel Bcstg. Co. Inc. and Anthony Wayne Radio Co. Inc., competing assignee.

Transfer of Control

KAFY Bakersfield, Calif.—Granted transfer of control from George Crome and R. F. Harlow to Sheldon & Herman Anderson and renewed license for period ending Aug. 1, 1951.

License Extension

WKLV Blackstone, Va.—Granted 30-day extension of license pending receipt of renewal application.

KBLF Red Bluff, Calif.—Same.

WHKP Hendersonville, N. C.—Same.

WATG Ashland, Ohio—Present license for FM station was extended on temp. basis to June 1.

WGBA-FM Columbus, Ga.—Same.

KDKA-FM Pittsburgh—Granted extension of license on temp. basis for period ending June 1.

KYW-FM Philadelphia—Same.

WBZ-FM Boston—Same.

BY A BOARD

SSA Extension

KOB Albuquerque, N. M.—Granted 30-day extension of SSA 770 kc 25 kw-N 50 kw-LS unl. pending consideration of application.

WNYC New York—Granted 30-day extension of SSA to operate station between 6 a.m. (EST) and sunrise at New York and between hours of sunset at Minneapolis and 10 p.m. (EST) using DA with 1 kw on 830 kc, pending consideration of application.

BY THE COMMISSION

Announced order suspending until June 1 new tariff schedules of American Telephone and Telegraph Co. and certain Bell System companies applicable to furnishing coaxial cable and microwave channels for television transmission, which were to have become effective March 1. At same time, it ordered hearing and investigation into lawfulness of proposed modified regulations and practices of respondent carriers for interconnecting their TV transmission facilities with those of others. Hearings will be held in Washing on date to be specified later.

The Television Bcstrs. Assn., Allen B. DuMont Labs, Philco Corp. and Philco Television Bcstg. Corp., which on Feb. 18 filed joint petition requesting suspension of schedules, were given leave to intervene; also The Western Union Telegraph Co. Record of proceeding in Doc. 8963, now before Commission for determination as to lawfulness of interconnecting regulations and practices, is incorporated in new proceeding.

BY THE SECRETARY

James Bcstg. Co. Inc., Jamestown, N. Y.—Granted license for new STL KAA-32.

Lou Poller, Area Chester, Pa.—Granted CP and license for new remote pickup KA-2244.

WLXW Carlisle, Pa.—Granted license new standard station 1380 kc 1 kw D.

(Continued on page 87)

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AVCO REPORT

Sales and Earnings Hit New High

AVCO Manufacturing Corp. achieved the highest sales and earnings in its 20-year history in the 1948 fiscal year. Its subsidiary Crosley Broadcasting Corp. increased sales and earnings over the previous year despite initial expenses of starting telecasting.

Details of financial operations were made public Monday (Feb. 28) by Victor Emanuel, president, in the corporation's annual report to stockholders.

Avco sales amounted to $140,515,462, an increase of 33% over the $105,704,566 for 1947. Consolidated net income amounted to $7,913,736 as compared with $6,960,658. After preferred dividends, net income per share of common was $1.11, an increase of 15% over the 96¢ earned in 1947.

Although actual figures were not released on Crosley Broadcasting Corp.'s operations, the report stated that the amount of loss at which WLWT (TV) Cincinnati is operating is considered less than that of most large television stations.

Expense of Video

The report conceded that earnings in broadcasting may be less in the coming year because of additional losses that will be incurred in starting video operations at Dayton and Columbus. "It is expected that these new stations will lose money in the first two to three years of their operation," it was said.

Crosley Division of Avco, which manufactures radio and television receivers as well as refrigerators and other appliances, exceeded previous sales records, accounting for more than 50% of the corporation's total consolidated net sales volume.

Toward close of the year, Crosley increased its capacity for production of television receivers to approximately 10,000 monthly. It was expected this figure would reach 20,000 monthly early in 1949 if the cathode ray tube supply did not again become a bottleneck. The report said radio receiver sales were "being materially affected by the increasing impact of television."

Total Avco assets as of Nov. 30, 1948 were $89,833,443, more than $10,000,000 over the $79,433,631 figure the year before. Earned surplus since Dec. 31, 1932 rose to $19,602,641 over the $14,908,561 the year before.

Since the end of World War II, Avco and its subsidiaries expended $17,000,000 for plant improvements, of which $6,700,000 was in 1948. In the same period, sales increased four times and earnings almost three times, said Mr. Emanuel.

RESEARCH TREND

Accelerated Says Nielsen

"TREND toward factual marketing research techniques" has been "accelerated," not retarded by the election polls, Arthur C. Nielsen, president, A. C. Nielsen Co., told 1949 Economic Institute of the U. S. Chamber of Commerce in Chicago Feb. 25.

Mr. Nielsen revealed that in 30-day period following November elections new contracts for company's index services totaled 43, with a minimum value of $1,212,180—"a greater number . . . and volume . . . than has ever been received by this company in a similar period of time." He cautioned, however, against conclusion that either his firm or clients are belittling research techniques not wholly factual, which "will always be needed for certain purposes."

MEDIA CLINICS

Planned in Blinds Drive

NATION-WIDE series of media clinics in the interest of promoting sales of Venetian blinds opened last week in Atlanta. Sparkplug of the idea is C. M. Halberson, of Lorentzen Hardware Mfg. Corp., New York, producer of hardware used in making Venetian blinds.

Claude Frazier, sales manager of WAGA Atlanta, made radio's presentation at the Atlanta clinic, held Tuesday. Other media were represented. Second clinic was held Thursday in Miami with Tom McCullough, general manager of WMBM Miami, representing radio.

Memphis Agency Moves

LAKE-SPIRO-SHURMAN, Memphis advertising agency, has announced plans to move to new quarters in Radio Center. The building, which also houses WMPS Memphis [BROADCASTING, Feb. 28], is located at Main and Union Sts. More than 5,000 feet of space has been leased at the new location, according to Avron Spiro, president.

Whiteman Club

PAUL WHITEMAN, the "King of Jazz" now living on his Pennsylvania farm in Bucks County, will organize a television teen-agers club in the Philadelphia area in an effort to combat juvenile delinquency. The club's 1,000 talented youths will be organized into a show, trained, rehearsed and finally put on television through WFIL-TV Philadelphia, with a portion of the program relayed over the ABC network. John Scheuer, operations assistant to the general manager of WFIL-TV, said the television show was tentatively set for April 23.

KENNEDY RESIGNS

From NL&B; Mullen Succeed

LEO KENNEDY has resigned a vice president and director of th visual copy department at Needham, Louis & Brorby, Chicago. H will be succeeded by Cyril J. Mullen, who continues as director o radio copywriting.

Mr. Kennedy joined the agenc in 1942 after working for N. W Ayer & Son and McCann-Erickson Named copy chief at NL&B i 1943, he became a vice presiden four years later. Mr. Mullen joine the firm last June, transferrin from Dancer - Fitzgerald - Sample He is former radio copy chief o Pedlar & Ryan, New York.

WQXR Objects

WQXR New York has petitione FCC to reconsider its grant o 1 kw day on 1540 kc to WJM Philadelphia on grounds of objectionable interference. WQXR i assigned 10 kw fulltime on 15 kc as what it claims is a Class I- assignment. WQXR has pendin request to boost power to 50 k The New York station contends th WJMJ operation will cause harmful interference to it as a I-B out let under either present or pr posed more powerful operation.

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW
Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

ON-THE-SPOT coverage of four-day Houston Invitation Open golf tournament, held last month Pine Forest golf course, Houston, x., was handled exclusively by COH Houston. Broadcasts were spon- red by San Antonio Brewing Assn., ttler of Pearl Beer. All KCOH pro- am schedules were subject to change r special remote broadcasts from urse. Highlight of programming s greeting each golfer with bottle Pearl after completion of day's ay, while interviewing them at 18th een. Interview was known as *Pearl er's 19th Hole at Pine Forest.* COH special events staff, headed by mmy Reynolds and Hank Burt, orts editor, handled broadcasts. Pit- k of San Antonio was agency for arl account.

Long TV Remote

ELECASTING of New England lden Gloves from Lowell, Mass., by BZ-TV Boston late last month made story for the video station. Lowell n Charities Inc., producer and spon- r of the fights, New England Tele- one and Telegraph Co. and WBZ- V combined their efforts to make the mote telecast with portable equip- ent. Since terrain between scene bouts in Lowell and WBZ-TV in ston is succession of hills, one micro- ave link could not handle pickup; e "jumps" were required. Special deo cable, brought from Cleveland, hio, for project, was used to carry gnal from fight ring to downtown well and roof of Sun building; from ere signal was microwaved to a hill ree miles away; then 15 miles to T&T tower in Waltham, Mass.; then 2 miles to roof of New England Tele- hone and Telegraph Co. building in oston and finally three miles to WBZ- V studios.

Adds Studio Audience

TUDIO audience has been added to aily program, *Every Day's a Holiday,* ired on WNJR Newark, N. J. Show wards gifts to baby born closest to r time each day and special gifts to hild's parents. Prizes also are given grandparents to help celebrate rthdays and anniversaries. With ad- ition of studio audience, there is now re-broadcast warm-up each day for ames, prizes and presentation of uests stars.

Features Art, Music

ORRELATION of art and music ap- reciation is purpose of new series of eekly programs being broadcast by anton Art Institute on WHBC Can- on, Ohio. Each Saturday morning roup of junior members of institute ather at WHBC studios where their regular art class is conducted by Hugh Olmes, institute director. Classes begin at 9 a.m. and at 10 a.m. students draw their impressions of broadcast for 3-minute period while pianist Charles Pickens plays melodies that lend themselves to instructive lecture being made by Mr. Olmes. At end of six-week series pictures drawn by students will go on display at Art Institute and WHBC foyer.

Programs

Consecration Telecast

CONSECRATION of three bishops of Roman Catholic Church is to be telecast by NBC in Chicago's Holy Name Cathedral today (Monday), 11-3:45 p.m. over combined East Coast and Midwest networks. Video crews will cover ceremonies from various points in Cathedral. New bishops are William A. O'Connor, Martin D. McNamara and William Cousins. Rev. John McCarthy, director of Cardinal Stritch Retreat House, Mundelein, Ill., will be narrator throughout ceremony. By special arrangement with Chicago offices of RCA, television sets have been installed in every Catholic school and convent throughout Chicago area.

'Navy Show'

DESIGNED to present local Naval and Marine Corps reserve news and information, as well as regular Navy recruiting and publicity, *Navy Show* is aired weekly over WJOY Burlington, Vt. Program is sponsored by the station on behalf of Naval Reserve Surface Division 1-44. Half-hour show is aired Saturday immediately preceding nationwide ABC broadcast of *Navy Hour.* B. G. Oman Jr., RMNI, USNR, with cooperation of Lt. A. W. Thompson, USNR, and WJOY Manager Alfred Spokes, writes, produces and announces show. Local recruiting office reports that Naval Reserve recruiting in Burlington area has been greatly increased through efforts of *Navy Show.*

'Play-by-Color'

PLANS for possible series of television piano lessons using Wolfe's Play-by-Color books are being considered by the New York firm. Wolfe's publishes five editions of piano lesson books: Beginners, advanced, nursery, hymns and Christmas carols. Book contains cardboard keyboard with keys in different colors. Music is written with color notes corresponding to keyboard. Firm believes books are ideal for teaching piano, organ or solovox via television.

TV Fashion Show

FASHION feature for women, *Individually Yours,* sponsored by Blair Corset Co. (Fashion Hour foundation garments), started on WGN-TV Chicago last month. Weekly program features Celeste Carlyle, fashion artist and consultant. She sketches suggested improvements, from standpoint of personality and figure, in coiffures, makeup and attire for women selected from studio audience. Program is produced for Blair by Jones Frankel Co., Chicago advertising agency.

Legislative Round Table

WEEKLY legislative round table discussion program, *News as It Happens* has been started by WPTR Albany. Members of panel group are always split evenly—two Republican and two Democratic legislators. Moderator is Leo O'Brien, INS correspondent who has covered New York State Legislature for years and was on Dewey campaign train for INS. Subjects of outstanding interest, and which will develop heated debates, are selected each week. H. W. Maschmeier, program director of WPTR and WBCA-FM Albany, produces show.

Offers Free Script

FREE SCRIPT for use in patriotic programming is offered by Ralph D. Willey, program director at WKTY La Crosse, Wis. Mr. Willey's show, *The House I Live In,* was presented by WKTY in observance of National Brotherhood Week, but can be adapted "to almost any holiday having to do with Americanism," he states. Program is based on popular song "The House I Live In" and is presented as dramatic narrative with chorus providing music for production effects. WKTY used local high school chorus. Requests for scripts should be addressed to Mr. Willey at WKTY.

'Old Timer' Back

AFTER four-year lapse from broadcasting activities, Andy "The Old Timer" Anderson has returned to airwaves over KVNJ and KVNJ-FM Fargo, N. D. His early morning disc jockey show is unique in that he is one of the few hotel managers in the country who also runs such show. His new show, sponsored on participating basis, features Scandinavian and popular music along with chatter about characters created by Mr. Anderson. Copyrighted characters include Ole "Gamalost" Swenson with his snow white singing violin, and Lars the Great, left-handed trick piano player, and man with a thousand fingers.

Women's News

NEWS dedicated entirely to topics of interest to women is featured on new half-hour program starting today on WDRC Hartford, Conn. Titled *You and Your Home,* program presents fashions, beauty and household hints and other interesting items.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

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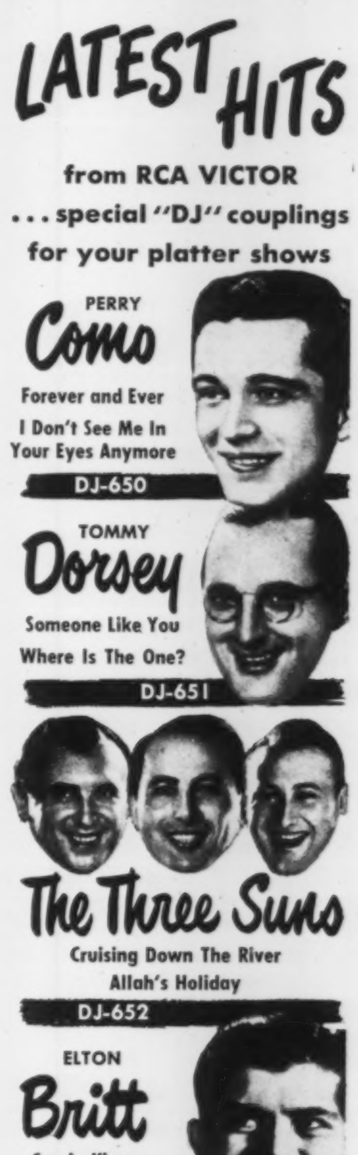

LATEST HITS

from RCA VICTOR

... special "DJ" couplings for your platter shows

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Como
Forever and Ever
I Don't See Me In Your Eyes Anymore
DJ-650

TOMMY
Dorsey
Someone Like You
Where Is The One?
DJ-651

The Three Suns
Cruising Down The River
Allah's Holiday
DJ-652

ELTON
Britt
Candy Kisses
You'll Be Sorry From Now On
DJ-653

LUCKY
Millinder
D'Natural Blues
Little Girl, Don't Cry
20-3351

LAWRENCE
Duchow
Blue Skirt Waltz
"I Betcha" Polka
20-3356

RCA VICTOR RECORDS

You Bank Bigger Profits, too

...when WTAR does your selling job in the Norfolk Metropolitan Market

WTAR delivers twice as many weekday morning listeners as its nearest competition . . . 2.8 times as many, weekday afternoons . . . 3 times as many, evenings. Sunday afternoon, 2 times as many listeners and 2.7 times as many, daytime Saturday. (Hooper Station Listening Index, November-December '48 for Norfolk-Portsmouth-Newport News, Va.)

Easy to see why WTAR gets along so well with thrifty folks.

N.B.C. Affiliate

WTAR
WTAR-FM

5,000 Watts Day & Night

Nationally Represented by Edward Petry & Co.

BUTCHER ANSWERS DIAMOND

Says Many Stations Can't Afford Musicians

HARRY C. BUTCHER, owner-president of KIST Santa Barbara, Calif., has disputed the contention of Milton Diamond, American Federation of Musicians counsel, that many stations "receive income grossly disproportionate to their investment, disseminate a fare of records and transcriptions, and withal, employ not one single live musician!"

Mr. Diamond's remarks were part of an article he wrote for the Jan. 26 issue of *The Saturday Review of Literature*. Mr. Butcher, who has reviewed books on the war for the magazine, makes his reply in a letter to the *Review's* editor.

Public Preference

Stations which do not employ musicians follow this policy for financial reasons and because the public prefers popular recordings and transcriptions to local talent, Mr. Butcher says. A part of his letter follows:

". . . KIST like many other stations, large and small, indirectly pays a considerable portion of its revenue for talent through our fee for network service, through monthly rental of transcription libraries made especially for broadcasting, and by outright purchase of popular recordings. The fees paid by Radio KIST alone amount to several hundred dollars a month.

"We also receive scores of new records each week *for nothing* because the companies want them played to be popularized. . . . If the musicians ask for a special fee of broadcasters, the broadcasters could just as fairly ask for compensation for advertising their wares.

"To develop local talent requires a fat purse. One can make a try with a soloist and a piano player but the soloist frequently, and rightly, prefers to be supported by an orchestra, say of ten pieces.

"The musicians' scale here for such a band is $6 per man per hour, and $11 for the conductor, and this fee applies even though only a quarter-hour of program time is performed. This adds up to $61 and, remembering the number of quarter-hours of a broadcast day, you can readily calculate how soon the average broadcaster would be out of money. . . . If the small broadcaster undertakes to pass on this expense to the advertiser in his community, most of whom are relatively small retail dealers, he finds the dealer cannot afford the price."

Mr. Butcher also takes exception to a statement by Mr. Diamond that broadcasters are "under pledge" to the FCC to "encourage and employ local talent."

"The yardstick of the FCC," says Mr. Butcher, "is 'public interest, convenience and necessity,' which leaves the broadcaster largely free to determine what is of interest to his audience. If the broadcaster doesn't give his listeners something to keep them listening, like the publisher who fails to please his public, both broadcaster and publisher soon will be broke."

BMB ADDS

Three New Subscribers

TWO new AM and one FM subscriber have been added to the Broadcast Measurement Bureau list since Feb. 17, bringing the total subscriptions as of Feb. 25 to 825.

The AM subscribers not previously announced are KANE New Iberia, La., and WPAM Pottsville, Pa. WPAM-FM is the latest FM addition to the BMB family.

Score is now 664 AM, 140 FM and 13 TV stations. Four nationwide and four regional networks complete the list.

Rogers Buys Paper

IRVING E. ROGERS, president and treasurer of WLAW Lawrence, Mass., and the Eagle-Tribune Pub. Co., has purchased Consolidated Press Inc., Andover, Mass. The property includes a commercial printing plant and a weekly newspaper, the Andover *Townsman*. Mr. Rogers is publisher of the Lawrence *Daily Eagle* and the *Evening Tribune* and is president-treasurer of Eagle-Tribune, Printing. He becomes publisher of the Andover *Townsman* in addition to his previous activities.

CFPL London, Ont., changed frequency from 1570 kc to 980 kc on Feb. 20.

ARKANSAS ASSN.

Holds Two-Day Session

SUPPORT for a state privilege law to protect the source of radio news stories was approved during a two-day meeting of the Arkansas Broadcasters Assn. Officers also were named during the association's first annual meeting.

The ABA officers are G. E. Zimmerman, president, KARK Little Rock; Sam Anderson, vice president, KFFA Helena; Al Godwin, secretary-treasurer, KFPW Fort Smith, and Bob Choate, KWFC Hot Springs; Leon Sipes, KELD El Dorado; Jack Wolever, KTHS Hot Springs; David Crockett, KAMD Camden; Harold Sudbury, KLCN Blytheville; Ted Rand, KDRS Paragould, all directors.

Opposition to super-power stations was expressed and the association voted to support passage of Sen. Ed Johnson's bill (S-491) to limit station power. The Arkansas Athletic Assn. practice of charging for the broadcast rights to high school games came under fire and the athletic association was asked to change its rules so that stations might make payments direct to local schools, where required.

The privilege law, as supported by the ABA, would require that before a news source must be revealed "it must be shown that such article was written, published or broadcast in bad faith, with malice, and not in the interest of the public welfare."

Date of the next meeting was set as Aug. 5 at Hot Springs.

FORT INDUSTRY

Business Increases 25%

BUSINESS for the seven AM and two television stations owned and operated by the Fort Industry Co. increased in 1948 by 25% over that of 1947, Tom Harker, national sales manager, has reported to the company's directors in New York. Also, Mr. Harker reported, business for the first month of 1949 was up 30% over that of the previous year.

Fort Industry Co. owns and operates WAGA Atlanta, WGBS Miami, WJBK and WJBK-TV Detroit, WLOK Lima (Ohio), WMMN Fairmont (W. Va.), WSPD and WSPD-TV Toledo and WWVA Wheeling. WAGA-TV Atlanta will take the air in a few weeks.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NBC AFFILIATE

BLAST RADIO

S. F. Bay Area Shows Hit

ROADCASTERS of the San rancisco Bay Area have taken the sition that a recent scathing ublic denunciation of radio by adio Listeners of Northern Calirnia is not constructive criticism. ypical of broadcaster comment as that of John Elwood, KNBC an Francisco general manager, ho said the report's "all-embracg allegations tend toward a disrted view of the situation and ill accomplish nothing for the LNC."

Report was issued by RLNC's ildren's committee, which said its ndings were based on ten months study. Only programming amed to listeners under 16 years d was included.

Among general allegations were: That broadcasters have failed hamefully in their responsibility ward the public welfare."

That radio is "derelict" and has t "fully accepted the heavy moral bligation" incumbent upon it.

Children under 16 comprise onexth of San Francisco's population t the city's eight AM stations dete only 3% of their broadcasting me to children, said the report. nd it added: The bulk of this me is devoted to programs "so lled with terror and violence, murer and crime as to be actually etrimental to the mental, moral nd spiritual health of children."

Broadcasters Reply

To this broadcasters replied that f the committee had really wished o be constructive in its criticism t would have made a study also of rograms for family listening hich appeal to children as well as dults. They cited such programs s *Information Please, Lux Radio heatre, Cavalcade of America, he Telephone Hour, Ford Theatre* nd others.

Among programs which RLNC lasted for "poor production, overtrident commercials, slurs on parntal authority, lack of imaginaion and other negative values" ere: *Let's Pretend, Smiling Ed cConnell, Tunes for Tots, Land of the Lost, Frank Merriwell, Jolly Bill, Challenge of the Yukon, Cisco Kid, Jack Armstrong, Meet the Meeks, Junior Miss, Lassie, Animal Stories, Dr. I. Q. Jr., Roy Rogers* and *Date With Judy.*

RLNC's indictment of individual stations either for the poor quality of their children's programs or the lack of such programs read:

KGO and KFRC, the chief dispensers of blood and thunder, have 9½ and 10½ hours (of children's programs) per week.

KNBC, which prides itself on "no blood and thunder for children," devotes a mere 5 hours per week to youngsters.

KQW can spare only 2 hours and 40 minutes weekly.

KSAN has 2 hours and 5 minutes.

KYA and KSFO apparently think so little of children that each finds only 45 minutes per week for them.

KJBS seems to think they do not exist, for it has absolutely nothing for them.

San Diego AFRA Pact

SAN DIEGO'S KFSD (NBC) KFMB (ABC) KGB (MBS) have reached agreements with AFRA on staff announcers, Claude McCue, AFRA executive secretary, said Feb. 25. No salary structures were revealed, but Mr. McCue said "substantial adjustment" has been made. The union is negotiating with KCBQ (CBS) for a similar pact.

STATION and baseball officials were on hand as Mr. Weiss (seated, second from left) hands check over to Mr. Agnew. L to r (Standing): Ernie Jenkins, new general manager, Augusta Tigers; John Watkins, WBBQ commercial manager; George Pierce, attorney; Randall Strozier, WBBQ treasurer; Dudley Brown, WBBQ secretary, and Phil Harison, WBBQ public relations director. Seated (l to r) Thurston Bennett, president of Press-Radio Sales; Mr. Weiss, Mr. Agnew, and Montgomery Harison Sr., WBBQ vice president.

* * *

AUGUSTA TEAM

Bought by WBBQ Licensee

SAVANNAH Broadcasting Corp., operator of WBBQ Augusta, Ga., 250 w Mutual affiliate, has bought the Augusta Tigers baseball team of the South Atlantic league, George G. Weiss, WBBQ president and general manager, has announced.

The club was purchased from Troy Agnew, sole Tiger owner, for $58,000. Deal also includes a 10-year lease for the ballpark with the city of Augusta. Thurston Bennett, president of Press-Radio Sales Inc., advertising agency, served as unofficial go-between in the transaction. Mr. Bennett has broadcast Tiger games on WBBQ for the past two years, length of time the station has been on the air.

The station and ball club will be mutually promoted, according to Mr. Weiss.

KILL LOAN PLAN

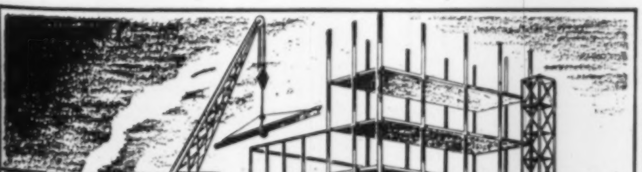
On Receivers for Farmers

A LEGISLATIVE move has wiped out the chances of farmers securing government loans to buy radio and television sets under an electrification proposal.

Legal observers had previously felt it possible under a bill (HR 113) introduced Jan. 3 by Rep W. R. Poage (D-Tex.) to borrow money from the government to buy sets.

Chief objective of the proposal was to amend the Rural Electrification Act to finance the country telephone lines by the REA.

A subcommittee of the House Agricultural committee Feb. 24 favorably reported an amendment to the bill providing that the term "telephone service" as used in the bill "shall not be deemed to mean telegraph services or radio broadcasting services or facilities within the meaning of Section 3 (o) of the Communications Act of 1934."



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IT'S A
GREAT DAY
on WLAV and
WLAV-FM
GRAND RAPIDS
WLAV leads ALL stations
in daytime share of audience
in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.
AM ABC for Grand Rapids
WLAV
FM
Power Plus Perfection

Promotion

ELLEN STERN has been named promotion manager of KSFO and KPIX (TV) San Francisco, succeeding **DICK KELLY**, who resigned to take position with U. of California.

DAL WYANT has been appointed sales promotion manager of WOAI San Antonio, Tex. For past year Mr. Wyant has been head of sales promotion at WBZ Boston.

Mr. Wyant

MIKE MICHAELSON, formerly with United Press and Associated Press, has joined publicity staff of KLZ Denver. He was with AP radio in Seattle and on cable desk for UP in New York.

MARY RICE ANDERSON, former *American Legion Magazine* promotion manager, has joined WQXR New York in same capacity, replacing **CHARLES W. CHRISTENBERRY Jr.**, who resigned to enter television producing field.

'Wax Wackies'

MORE THAN 5,000 celluloid buttons, designed in shape of phonograph records, will be distributed by WXYZ-TV (ABC) Detroit to promote *Wax Wackies*, telecast Fridays, 7:30 to 8 p.m. Copy on button, which is centered by cartoon characters, reads "Wax Wacky—WXYZ-TV." Disc show features John Slagle and the Three Gay Deceivers, pantomine artists. More than 1,500 televiewers have requested membership in *Wax Wackies* club since it debuted one month ago, station reports.

WIBW Bowl Covers

PLASTIC bowl cover is featured gimmick of latest promotional piece issued by WIBW Topeka. Two-colored mail piece displays drawing of food containers with covers on front sheet with banner reading: "For Complete Coverage . . . (continued to inside sheet) . . . of the Kansas Market, Hire WIBW." Plastic cover is inserted in slot in sheet. Reply card for ordering additional covers and "WIBW's current and near future availabilities" is attached.

Announces KVOE-FM

FULL-PAGE spread in *Santa Ana* (Calif.) *Register* announced the entrance last month of KVOE-FM Santa Ana into the airwaves. Heralding station as "first FM radio station for Orange County" ad listed on various parts of page new station's advertisers, sponsored programs, program highlights and leased wire news services to be used.

TV Parties

TELEVISION parties have been inaugurated by WXYZ-TV (ABC) Detroit in homes of local residents to foster interest in *The World of Art*, Thursday, 7:45-8 p.m. Show is sponsored by Chrysler Corp. and presented with cooperation of Detroit Institute of Art. Station installs receiver in private home, and hostess invites between 25 and 30 guests to view program. At first session, William Wolfenden, curator at institute, spoke of paintings televised.

KLZ Birthday Cards

HAPPY BIRTHDAY cards sent to young Rocky Mountain area funny followers are latest promotion feature on *Funny Paper Man* show over KLZ Denver. Cards portray most of favorite strip stars heard on show sending their personal greetings by way of KLZ's "Uncle Bill," narrator. Cards were designed by KLZ announcer Bob Davis.

Special Supplement

FOUR-PAGE supplement was run in Cornwall *Daily Standard-Freeholder* by CKSF-FM Cornwall, Ont., to announce opening of FM station Feb. 15 and fourth anniversary of CKSF. Supplement contained articles and pictures on new station and staff of CKSF. Newspaper is affiliated with station.

Comic Valentine Contest

MORE THAN 1,500 entries in comic Valentine card contest have been received by Gene Rayburn and Dee Finch, disc jockeys of WNEW New York's *Anything Goes* morning program. Almost all cards mention one of WNEW sponsors. Best 12 entries will receive corsages compliments of Rayburn and Finch and Batwin Florists, New York.

Record Breaking Stunt

BROKEN records were feature of the day at Jim Megerle's Electric Shop in Newport, Ky., as a result of stunt conceived by Paul Cowley of WNOP Newport. Mr. Cowley does disc show from the shop and on rainy, dismal day he decided to liven things up. He announced to listeners that Sponsor Megerle was complaining that he had no audience. Any listener was invited to call the shop and report that Mr. Cowley had a "large, enthusiastic audience." For every listener who called, Mr. Cowely was permitted to break new disc from Mr. Megerle's record bar over proprietor's head. Quick result was 62 calls in 20 minutes.

Limerick Contest

WEEKLY limerick contest, which also focuses attention on station, its personalities and towns within its coverage area, is being conducted on KYW Philadelphia by Ruth Welles' *Home Forum*. Line a day is read for four days and winner of previous week's contest is announced each Wednesday. Prize is year's supply of Mar-Clay nylon hose. Mythical character —"Limerick Louis"—is heard each day via transcription calling attention to contest.

'Democracy Works Here'

TO MAKE advertisers conscious that theirs "Is the right to pick and choose," all media and agencies in Salt Lake City are participating in "Democracy Works Here" program. All five city stations are carrying series of one-minute daily announcements built on this theme and calling attention to American privilege of buying in competitive market. Emerson Smith, KDYL program director, is chairman of program and E. G. Circuit, advertising manager of ZCMI department store, is general chairman.

'Surprise Package Club'

LARGE button-hole pins have been created as membership awards for "Surprise Package Club" inaugurated by *Surprise Package* program telecast on WBZ-TV Boston. Uncle Carl, m.c. of show and prexy of club, announced formation on March 1 program. Suzi-Q, his talented 10-year-old assistant, is secretary. Membership pins are available to children writing to Uncle Carl.

NOT BAD photography, just a unique promotion gimmick used by KMOX St. Louis to publicize Lee Adams, m.c. on *Housewives Protective League* and *Sunrise Salute* programs and host on a new KMOX show directed to home lovers and home builders—mostly feminine. Station has never used any photographs of Mr. Adams other than this silhouette type print, nor has he made any personal appearances.

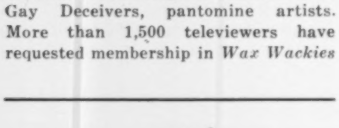
Indian Contest

GREATEST possible listing of different American Indian tribes and their original location constitute entries in new children's contest being conducted by WJHP Jacksonville, Fla. Contest is in conjunction with *Straight Arrow* program, sponsored by National Biscuit Co. Prizes include Philco table model radio, Ben Pearson junior bow and arrow sets, and personally autographed Tex Ritter Capitol record albums.

NRB Feature

NEW FORMAT for its All-Purpose Radio Campaigns and Sales Kit is used by National Research Bureau in current April issue. Red and white cover bears testimonial letter from Harriette Dunbar, WDOS Oneonta, N. Y. Three sections, and their contents, include: (1) For Station Managers, trade newsletter, TV highlights, promotionl reprints; (2) For Sales and Programming, prize-winning ideas, musical calendar, program planning, merchandising tips, holiday headlines; (3) Radio Campaigns, early morning shows, seasonal greetings, copy outlines, lead-ins and punch-lines.

Let Them Star For You!



You can put The Texas Rangers, stars of stage, screen and radio, to work for your products — your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations — over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity —ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 80)

ecisions Cont.:

WROX Clarksdale, Miss.—Granted ense install new trans.

WIGA-FM Ashtabula, Ohio—Granted d. CP change type trans.

WCBM-FM Baltimore—Granted mod. for extension of completion date 1-11-49.

The Yankee Network Inc., Boston—anted license for new exp. TV relay A-20.

WULA Eufaula, Ala.—Granted license w standard station 1240 kc 250 w unl.

WIRC Hickory, N. C.—Granted li- se new standard station 630 kc 1 kw

WAGE Syracuse, N. Y.—Granted li- se increase power, install new trans. d change DA-N.

WELI New Haven, Conn.—Granted install new trans.

Pawtucket Bcstg. Co., Lonsdale, R. I. Granted CP new exp. TV station 2XAB.

WKZO - TV Kalamazoo, Mich.—anted mod. CP make ant. changes.

WSYR-TV Syracuse, N. Y.—Granted d. CP to change corporate name to ntral New York Bcstg. Corp. Also nted mod. CP to request change of . system.

Following were granted extension of mpletion dates as shown: WBCM-FM y City, Mich., to 4-18-49; KBUR-FM rlington, Iowa, to 5-1-49; WMRI Mar- . Ind., to 9-1-49; WJNC-FM West lm Beach, Fla., to 6-6-49; KLUF-FM lveston, Tex., to 4-29-49 on cond. nstruction be completed or interim eration provided by that date; SPD-TV Toledo, Ohio, to 9-9-49; STP-TV St. Paul, Minn., to 9-16-49; KRC-TV Cincinnati, to 9-16-49; FIL-TV Philadelphia, to 6-15-49; GAL-TV Lancaster, Pa., to 8-8-49; FBM-TV Indianapolis, to 6-30-49; CAU-TV Philadelphia, to 6-15-49.

WKII Urbana, Ill.—Granted license w standard station 1580 kc 250 w D.

WJMW Athens, Ala.—Same 1010 kc w D.

KOVE Lander, Wyo.—Same 1230 kc w unl.

WLSI Pikesville, Ky.—Same 900 kc kw D.

WRYO Rochester, Pa.—Same 1050 kc w D.

KEIO Pocatello, Idaho—Granted li- se change frequency, increase pow- , etc.

WLLH-FM Lowell, Mass.—Granted ense new FM station: Chan. 258 (99.5 c), 12.2 kw, 600 ft.

WELL-FM Battle Creek, Mich.—anted license new FM station; Chan. (102.1 mc), 45 kw, 310 ft.

KFSD-FM San Diego, Calif.—Granted ense new FM station; Chan. 231 .1 mc), 38.4 kw, 425 ft.

WILA Woodstock, Ill.—Same; Chan. (92.1 mc), 1 kw, 250 ft.

WDNC-FM Durham, N. C.—Same; an. 286 (105.1 mc), 36 kw, 380 ft.

KWFT-FM Wichita Falls, Tex.—me; Chan. 260 (99.9 mc), 9.7 kw, 330

WFAA-FM Dallas, Tex. — Same; an. 250 (97.9 mc), 43 kw; 490 ft.

WGTM Wilson, N. C.—Granted li- se change frequency, increase pow- , etc.

WRBL-AM-FM Columbus, Ga. — anted assignment of license to J. W. odruff and J. W. Woodruff Jr. d/b Columbus Bcstg. Co.

NRNA MEETING

Radio News Course Included

FOUR NEW officers were elected by the Northwest Radio News Assn. at its annual meeting held Feb. 19 at the U. of Minnesota, Minneapolis. Seventy-five newsmen from six states attended the meeting which included a two-day radio news short course (Feb. 17-18), conducted jointly by NRNA and the university's School of Journalism.

Mr. Thompson

The new officers are: Ray Thompson, KROC Rochester, Minn., president; Charles Hilton, KGLO Mason City, Iowa, vice president; Charles Sargeant, WCCO Minneapolis, secretary, and Milton Josephson, WEBC Duluth, Minn.

Highlights of the news course included conferences on television news, developments in wire and tape recordings for covering on-the-spot-news and panel discussions on problems of radio news. William F. Brooks, NBC vice president in charge of news, special events and international broadcasting, pointed out that television news coverage would not replace standard radio news coverage nor conflict with newspapers or other communications media. He spoke at a banquet Feb. 18.

The Scranton Times, Scranton, Pa.—Granted CP new exp. TV station KG2XAF.

KNUJ New Ulm, Minn.—Granted mod. CP for approval of ant. and trans. location, and specify studio location and change type trans.

KLMS Lancaster County, Neb.—Granted mod. CP change type trans.

KMSU Missoula, Mont. — Granted mod. CP for extension of completion date to 7-19-49.

KGHF Pueblo, Colo.—Granted mod. CP for extension of completion date to 4-1-49.

WHIO Dayton, Ohio—Granted license install new trans. Also granted license install aux. trans. at present site of main trans.

Following were granted extension of completion dates as shown: WJAR-FM Providence, R. I., to 6-15-49; WHB-FM Kansas City, to 9-13-49; WBML-FM, Macon, Ga., to 5-21-49; KRE-FM Berkeley, Calif., to 3-16-49; WKNE-FM Keene, N. H., to 6-21-49; WOHS-FM Shelby, N. C., to 3-30-49; WRVC Norfolk, Va., to 9-15-49; WBAB-FM Atlantic City, to 6-15-49;

FCC Budget

AN EXECUTIVE session of the Independent Offices subcommittee of the House Appropriations Committee tentatively scheduled for March 3 was postponed. At that time FCC representatives were to testify on President Truman's recommendations for the Commission's 1949-50 budget. Committee aides said the subcommittee might take up the Commission's budget March 4 or today (March 7). Chairman Wayne Coy was scheduled to be the principal witness. Other commissioners were to have assisted him with details and bureau and several division chiefs were slated to be on hand [BROADCASTING, Feb. 28].

February 28 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

WGAR Cleveland—CP change from DA-1 to DA-2.

SSA—730 kc

WLIN Merrill, Wis.—SSA 730 kc 250 w-N 1 kw-D unl for period ending Nov. 1.

Modification of CP

KMCM McMinnville, Ore.—Mod. CP new AM station to change name of permittee from Jack B. Bladine and Philip N. Bladine d/b as McMinnville Bcstg. Co. to Jack B. Bladine and Philip N. Bladine d/b as Yamhill Bcstrs.

Assignment of License

WKAX Birmingham, Ala.—Assignment of license from Courier Bcstg. Service Inc. to Standard Bcstg. Co. Inc.

KDON Monterey, Calif.—Assignment of license from Monterey Peninsula Bcstg. Co. to L. John Miner and Taft R. Wrathall d/b as Monterey Radio Bcstg. Co.

KRUZ Palm Beach, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co. to Central Coast Counties Radio Inc. (Contingent on KDON being granted assignment of license).

Transfer of Control

KWEM West Memphis, Ark.—Relinquishment of negative control of West Memphis Bcstg. Corp., licensee, from Beloit Taylor to John F. Wells and Philip G. Back AMENDED to acquisition of control by John F. Wells through purchase from J. C. Johnson, J. C. McCaa, P. M. Dacus, Jack W. Rich and John A. Cooper of 500 sh common (50%).

Modification of CP

KFEY Fresno, Calif.—Mod. CP new FM station for extension of completion date.

WMBR-FM Jacksonville, Fla.—Same.

WLRD (FM) Miami Beach, Fla.—Same.

WRGA-FM Rome, Ga.—Same.

KBTR (FM) Minneapolis—Same.

WPOE (FM) Elizabeth, N. J.—Same.

WABF-FM New York—Same.

WAYS-FM Charlotte, N. C.—Same.

KTUL-FM Tulsa, Okla.—Same.

WLIN-FM Merrill, Wis.—Same.

License for CP

KVOL-FM Lafayette, La.—License to cover CP new FM station.

CP to Reinstate

WRNY-FM Rochester, N. Y.—CP to to reinstate CP new FM station.

Modification of CP

WHEN Syracuse, N. Y.—Mod. CP new TV station for extension of completion date to June 12.

WKY-TV Oklahoma City—Mod. CP new TV station to change ERP from 12.1 kw vis., 6.2 kw aur to 19.4 kw vis., 9.7 kw aur., make changes in ant.

TENDERED FOR FILING

SSA—730 kc

WTIK Durham, N. C.—SSA 730 kc 1 kw-D 250 w-N unl. to Nov. 1.

Modification of CP

KMCM McMinnville, Ore.—Mod. CP change 1260 kc 1 kw D to 1260 kc 1 kw unl. DA-N.

Transfer of Control

WIBK Knoxville, Tenn.—Transfer of 50% interest from J. Harold Smith and Myrtice Rhodes Smith to James T. Cox and C. L. Schenck.

March 1 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking toward grant of application of Grand Haven Bcstg. Co. for new AM station at Grand Haven, Mich., 1490 kc 250 w unl., and denial of application of Greater Muskegon Bcstrs. Inc. to change assignment of WMUS Muskegon from 1090 kc 1 w D to 1490 kc 250 w unl.

AM—1360 kc

Announced proposed decision looking toward grant of application of Radio Modesto Inc. for new AM station at Modesto, Calif., 1360 kc 1 w unl., and denial of application of Frank M. Helm for same facilities.

March 1 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WHSY Hattiesburg, Miss.—CP change from 1220 kc 250 w D to 1230 kc 250 w unl. AMENDED to change name of applicant from Charles Welmer Holt, Marvin Reuben and Vernon J. Cheek d/b as Hub City Bcstg. Co. to Hub City Bcstg. Co. Inc.

AM—1110 kc

KREM Spokane, Wash.—CP change from 1340 kc 250 w unl. to 1110 kc 1 w unl. DA-N.

SSA—730 kc

WTIK Durham, N. C.—SSA 730 kc 1 kw-D 250 w-N unl. to Nov. 1.

Assignment of License

KOPP Ogden, Utah—Assignment of license from James B. Littlejohn to KOPP Inc. AMENDED re stockholders, officers and directors.

License Renewal

License renewal applications were filed by following AM stations: KFXM San Bernardino, Calif.; KFSD San Diego, Calif.; KVOD Denver; WQAM Miami; WIOD Miami; WDBO Orlando, Fla.; WSUN St. Petersburg, Fla.; WAGA Atlanta; KGMB Honolulu;

(Continued on page 88)

Mr. Dick Grahl
William Esty & Co.
New York City.

Dear Dick:

Reckon' I've heard everythin' now 'bout WCHS. Them fellers what flies these new-fangled airships uses WCHS fer a "Beam" when they comes into Wes' Virginia's first city. Yessir, 'ole WCHS brings 'em right into Charleston' big new airport. Jus' 'nother example of folks follerin' th' lead o' WCHS. It's gettin' so commonplace, it don't make news—no more. After all, th' airship business ain't th' first to foller WCHS to Charleston! No siree, and 'twon't be th' last, neither. Them 5000 watts at 580 really brings business t' Charleston, West Virginia.

Yrs.
Algy.

WCHS
Charleston, W. Va.

Still at 600 On Your Dial
CBS for the El Paso Southwest
KROD
EL PASO, TEXAS
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, President
Val Lawrence, Vice-Pres. & Gen. Mgr.
Taylor-Borroff & Co., Inc.—*Nat'l Reps.*
Key Station Southwest Network

KROD
5,000 Watts Now!

FCC Actions

(Continued from page 87)

Applications Cont'd.:

WILL Urbana, Ill.; WGAN Portland, Me.; WKZO Kalamazoo, Mich.; KOPR Butte, Mont.; WDNC Durham, N. C.; WSJS Winston-Salem, N. C.; WHKC Columbus, Ohio; WIP Philadelphia; KTBC Austin, Tex.; KTSA San Antonio; KTBB Tyler, Tex.

License for CP

WKNK Muskegon, Mich.—License for CP new AM station.

WBBW Youngstown, Ohio—Same.

KDET Center, Tex.—Same.

WCVA Culpeper, Va.—Same.

KWIE Kennewick, Wash.—Same.

KVOU Uvalde, Tex.—License to cover CP new AM station AMENDED to change name from Edward J. Harpole, William T. Kemp and W. J. Harpole d/b as Uvalde Bcstrs. to Edward J. Harpole and W. J. Harpole d/b as Uvalde Bcstrs.

Modification of CP

WINS New York—Mod. CP change frequency, increase power etc. for extension of completion date.

WJIM Lansing, Mich.—Same.

WMFD Wilmington, N. C.—Same.

WMBD Peoria, Ill.—Mod. CP increase power N etc. for extension of completion date.

KERB Kermit, Tex.—Mod. CP new AM station for approval of ant. and trans. site etc. AMENDED to request change frequency from 610 kc to 600 kc DA and change trans. and studio sites.

WAEB Allentown, Pa.—Mod. CP new AM station to change name from Valley Bcstg. Corp. to WAEB Inc.

WNOR Norfolk, Va.—Mod. CP new AM station for extension of completion date.

KULE Ephrata, Wash.—Mod. CP new AM station for extension of completion date.

License for CP

WJPR-FM Greenville, Miss.—License to cover CP new FM station.

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST

710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

WBHO-FM Forest City, N. C.—Same.
WTPS-FM New Orleans—Same.

Modification of CP

WERC-FM Erie, Pa.—Mod. CP new FM station for extension of completion date.
KFYO-FM Lubbock, Tex.—Same.
KAKC-FM Tulsa, Okla.—Same.
KGNC-FM Amarillo, Tex.—Same.
KOPP-FM Ogden, Utah—Same.
KRKD-FM Los Angeles—Same.
KFXM-FM San Bernardino, Calif.—Same.
WSB-FM Atlanta—Same.
WDAK-FM Columbus, Ga.—Same.
WDSU-FM New Orleans—Same.
KFUO-FM Clayton, Mo.—Same.
WMFD-FM Wilmington, N. C.—Same.
KNBH Hollywood—Mod. CP new commercial TV station for extension of completion date to 9-15-49.
WOIC Washington—Same to 5-1-49.
WMAL-TV Washington—Same to 6-19-49.
WSB-TV Atlanta—Same to 5-15-49.
WDSU-TV New Orleans—Same to 6-16-49.
WWJ-TV Detroit—Same to 6-15-49.
WNBF-TV Binghamton, N. Y.—Same to 11-15-49.
WAAM Baltimore—Same to 9-21-49.
WICU Erie, Pa.—Same to 6-1-49.
KSL-TV Salt Lake City—Same to 7-15-49.
WSAZ-TV Huntington, W. Va.—Same to 9-29-49.

TENDERED FOR FILING

AM—940 kc

WKCT Bowling Green, Ky.—CP change from 930 kc 1 kw D to 940 kc 1 kw-D 500 w-N unl. DA-DN (DA-2).

AM—910 kc

WJIG Tullahoma, Tenn.—CP change from 740 kc 250 w D to 910 kc 250 w-D 100 w-N unl.

AM—680 kc

WISE Asheville, N. C.—CP change from 1230 kc 250 w unl. to 680 kc 10 kw-D 1 kw-N unl. DA-DN (DA-2).

Assignment of License

KCSU Provo, Utah—Assignment of license from Frank A. Van Wagenen and Harold B. Van Wagenen d/b as The Central Utah Bcstg. Co. to Central Utah Bcstg. Co. Inc.

KTXL San Angelo, Tex.—Assignment of license from Ingham S. Roberts, Joe N. Weatherby, B. P. Bludworth, J. Edward Johnson, Travis E. Baker and Armistead D. Rust d/b as Westex Bcstg. Co. to Westex Bcstg. Co., new corporation of same individuals.

Modification of CP

WBBB Burlington, N. C.—Mod. CP change from 920 kc 5 kw D to 950 kc 1 kw unl. DA-DN (DA-2).

APPLICATIONS DISMISSED

AM—1270 kc

KXRJ Russellville, Ark.—DISMISSED Feb. 23 application for CP change from 1490 kc 250 w unl. to 1270 kc 1 kw-D 500 w-N unl. DA-N.

AM—1230 kc

Northwest Public Service Bcstrs., Spokane, Wash.—DISMISSED Feb. 23 application for CP new AM station 1230 kc 250 w unl.

March 2 Decisions . . .

DOCKET CASE ACTION

AM—1490 kc

Announced decision granting application of V. L. Rossi and John D. Rossi d/b as Bee Bcstg. Co. for new AM station at Beeville, Tex., 1490 kc 250 w unl.; cond. (Comrs. Walker, Jones and Sterling not participating; Comr. Hyde dissenting).

March 2 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WNOC Norwich, Conn.—Assignment of license from H. Ross Perkins tr/as Norwich Bcstg. Co. to Eastern Connecticut Bcstg. Co.

Modification of CP

WIL St. Louis—Mod. CP increase power, change frequency etc. for extension of completion date.

License Renewal

License renewal applications were filed by following AM stations: KBLF Red Bluff, Calif.; KFMB San Diego, Calif.; WMAL Washington; WIBW Topeka, Kan.; WLBZ Bangor, Me.; WCAO Baltimore; KDAL Duluth, Minn.; WRBC Jackson, Miss.; KXOK St. Louis; KGHL Billings, Mont.; WPRO Providence, R. I.; KWFT Wichita Falls, Tex.; WTAR Norfolk, Va.; WSLS Roanoke, Va.; WCAX Burlington, Vt.; WTMJ Milwaukee.

Box Score

SUMMARY TO MARCH

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,941	1,898	233	...	463	260
FM Stations	714	269	647	30*	85	28
TV Stations	57	7	115	...	320	181

* 11 on the air.

CALL ASSIGNMENTS: KOTV (TV) Tulsa, Okla., switching from KOVB (George E. Cameron Jr., Channel 6, 82-88 mc); WKTV (TV) Utica, N. Y., switching from WKAL-TV (Copper City Broadcasting Corp., Channel 13, 210-216 mc); KALC Alamosa, Col. (San Luis Valley Broadcasting Co., 1490 kc 250 w fulltime); KJCK Junction City, Kan. (Junction City Broadcasting Co., 1570 kc 1 kw day); KPRS Olathe, Kan. (Johnson County Broadcasting Co., 1590 kc 500 w day); KTFY Brownfield, Tex. (Terry County Broadcasting Co., 1050 kc 250 w fulltime); WFVG Fuquay Springs, N. C. (S. S. Adcock, 1460 kc 1 kw day); WGTN Georgetown, S. C. (John T. and Helen M. Assey and Harmon L. Duncan, 1400 kc 250 w fulltime); WKVA Lewistown, Pa., switching from WLTA (Central Pennsylvania Broadcasting Co., 920 kc 1 kw day); WONN Lakeland, Fla. (Costal Broadcasting Co., 1230 kc 250 w fulltime); WPCF Panama City, Fla. (Bay County Broadcasting Co., 1400 kc 250 w fulltime); WSPC Anniston, Ala., switching from WTAA (Model City Broadcasting Co., 1390 kc 1 kw fulltime, directional); KADA-FM Ada, Okla. (C. C. Morris, Class A, Channel 244, 96.7 mc); WJLN Birmingham, Ala., switching from WJLD-FM (Johnston Broadcasting Co., Channel 284, 104.7 mc); WRFS-FM Alexander City, Ala. (Piedmont Service Corp., Class B, Channel 251, 98.1 mc); WTNC-FM Thomasville, N. C. (Thomasville Broadcasting Co., Class A, Channel 252, 98.3 mc).

TV APPLICATION

New Brunswick, N. J.—Home New Pub. Co., Channel 8 (180-186 mc), ERP 0.51 kw visual, 0.255 kw aural, antenna height above average terrain 159 ft. estimated cost $149,000, first year operating cost $150,000, revenue $150,000 Applicant is operator of WDHN (FM) there. It has filed petition requesting that Channel 8 be allocated to New Brunswick for use with directional antenna [BROADCASTING, Feb. 28] Filed March 1.

AM APPLICATION

Somerset, Pa.—Somerset Broadcasting Co., 990 kc, 250 w, daytime; estimated cost $19,573. Co-partnership Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney, all flight radio officers with American Overseas Airlines Filed Feb. 25.

Waynesboro, Pa.—Waynesboro Broadcasting Co., 1400 kc, 100 w, unlimited estimated cost $17,825. Co-partnership Roy T. Merkel, assistant professor o physics at Albright College, Reading Pa., and Robert G. Adams Jr., engineer at WRAW Reading. Filed March 1.

Manhattan-Hermosa-Redondo Beach Calif.—South Bay Broadcasters, 890 kc 1 kw, daytime; estimated cost $21,22 Partnership: William O. Egerer, proprietor of Egerer's Bakery, Hermos Beach, 80% owner, and Peter C. Ver dell, with advertising department Rigid Mfg. Co., Los Angeles, 20 owner. Filed March 2.

March 3 Applications . . .

ACCEPTED FOR FILING

AM—940 kc

WKCT Bowling Green, Ky.—CP change from 930 kc 1 kw D to 940 kc 1 kw-D 500 w-N unl. DA.

Modification of CP

KGFM Great Falls, Mont.—Mod. CP new AM station for extension of completion date.
KMCM McMinnville, Ore.—Mod. CP new AM station to change from 1260 kc 1 kw D to 1260 kc 1 kw unl. DA-N.

License for CP

KCOW Alliance, Neb.—License to cover CP new AM station.
KBOR Brownsville, Tex.—Same.

Avco Bid

KTSA San Antonio—Competitive bid filed under Avco rule by Express Pub. Co. to purchase 100% of stock of Sunshine Bcstg. Co.

Assignment of License

WOSH Oshkosh, Wis.—Assignment of license from Myles H. Johns, William F. Johns Jr., William F. Johns Sr. and Frederick W. Renshaw d/b as Oshkos Bcstg. Co. to William F. Johns Jr., Wi liam F. Johns Sr., Penrose H. John and Frederick W. Renshaw d/b as Osh kosh Bcstg. Co.

License Renewal

License renewal applications we filed by following AM stations: KFR San Francisco; KFXD Nampa, Ida WMT Cedar Rapids; WDAF Kansa City, Mo.; WMCA New York; WAG Syracuse, N. Y.; WWNY Watertow N. Y.; KFGO Fargo, N. D.; KOAC Cor vallis, Ore.; KGW Portland, Ore WFIL Philadelphia; WSVA Harrison burg, Va.; WLVA Lynchburg, Va KVOS Bellingham, Wash.; KHQ Spo kane, Wash.

TENDERED FOR FILING

AM—910 kc

KOJM Harve, Mont.—CP change fro 730 kc 1 kw D to 910 kc 1 kw unl. DA-N

Assignment of CP

KFRD Rosenberg, Tex.—Assignme of CP from Julius E. Junker, truste for Fort Bend County Bcstg. Co. to F Bend Bcstg. Co.

WE SALUTE

WSGN
5,000 W—ABC
Birmingham, Ala.

WMPS
10,000 W—ABC
Memphis, Tenn.

Many Other
Stations Attest
To The Effectiveness
of Our Plan

RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

WNCA TO QUIT

WLOS Assumes ABC

NCA, 250 w ABC affiliate on 1340 at Asheville, N. C., has notified CC that it will surrender its li-nse and cease broadcasting as of o'clock midnight March 31.

Robert M. Lambe Jr., station's neral manager, emphasized that NCA is relinquishing its license luntarily and commented that hile there have been a few in-ances of stations leaving the air luntarily, this is the first time— my knowledge—that a profitable eration has done so."

WNCA plans to give each of its ployes two weeks' severance pay of April 1, 1949, Mr. Lambe id.

Established in May 1946 under me of the Community Broadcast-Co., WNCA was sold early in 47 to the Jacksonville Broadcast-Corp., which operates WPDQ ksonville, Fla. Asheville has r other AM stations, WISE LOS WSKY and WWNC. WISE d WLOS have FM affiliates.

ABC has signed an affiliation reement with WLOS, a 5 kw ytime, 1 kw nighttime station, nest Lee Jahncke, network vice esident in charge of stations, an-unced last week. WLOS will erate as a member of ABC's theastern group. The new af-ate operates fulltime on 1380 , and is owned by the Skyway oadcasting Corp. Charles B. itt, station's manager, is also vice president of the firm.

VINGTON GROUP

Estes Named Manager

DWIN H. ESTES has been med general manager of the dio properties owned by G. W. vington Jr.—WCOV and WCOV-M Montgomery, WGWD Gadsden d WGWC Selam, all Alabama. e appointment became effective rch 1, according to an announce-nt by Mr. Covington.

Mr. Estes joined the Covington tions as manager of WGWD en it was first established in De-mber 1947. Prior to that he was es manager of WMOB Mobile, a. He will continue to serve as GWD manager until a replace-nt is secured.

FY CONTROL

Crome, Harlowe Selling

NSENT was granted by FCC t week to relinquishment of gative control of KAFY Bakers-d, Calif., by George Crome and F. Harlowe and the station's nse was renewed for period end-Aug. 1, 1951.

Messrs. Crome and Harlowe, co-ners, each sell 16-2/3% of their dings for $2,500 to Sheldon derson, general manager of FY, and his father Herman derson, vice president of the sta-. The sellers become each one-rd owner. KAFY is assigned w fulltime on 1490 kc.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Jan. 31	290
Number of network commercials starting during February	5
Number of network commercials ending during February	4
Number of commercials on the four nationwide networks, Feb. 28	291

February Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Homemakers' Inst. & Servel Gas Refrigerator Dealers	What's My Name?	ABC	Sat. 12-12:30 p.m.	BBDO
Nat'l Biscuit Co.	Straight Arrow	MBS	Mon. 8-8:30 p.m.	McCann-Erickson
Nat'l Biscuit Co.	Straight Arrow	MBS	Tues. & Thurs. 5-5:30 p.m.	McCann-Erickson
Ace Markets	Songs by Great Singers	MBS	Sun. 3-3:30 p.m.	Klinger Assoc.
Lever Bros. (Rayve Permanent)	Winner Take All	CBS	Mon.-Fri. 4:30-4:45 p.m.	J. W. Thompson

February Deletions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Episcopal Church	Great Plays	MBS	Fri. 8-8:30 p.m.	Humphrey Co.
Ludens Inc.	Strike It Rich	CBS	Sun. 5:30-6 p.m.	J. M. Mathes
Coca Cola Co.	Pause that Refreshes	CBS	Fri. 10:30-11 p.m.	D'Arcy
Sterling Drug	Manhattan Merry-Go-Round	NBC	Sun. 9-9:30 p.m.	D-F-S

PROPOSED GRANTS

2 for Midwest 1 for Coast

PROPOSED decisions were announced last week by FCC to:

1. Grant application of Granite City Broadcasting Co. for new AM station at St. Cloud, Minn., 1240 kc, 250 w fulltime, and deny request of St. Cloud Broadcasting Co. for same facilities;

2. Grant application of Grand Haven Broadcasting Co. for new outlet at Grand Haven, Mich., 1490 kc, 250 w fulltime, and deny request of WMUS Muskegon, Mich., to switch from 1 kw day on 1090 kc to the local assignment;

3. Grant application of Radio Modesto Inc. for new station at Modesto, Calif., 1360 kc, 1 kw fulltime, and deny request of Frank M. Helm for same facilities.

Comrs. Robert F. Jones and Paul A. Walker dissented from the majority opinion in the St. Cloud case. Comr. George E. Sterling did not participate in any of the decisions while Comr. Frieda B. Hennock did not participate in the Modesto ruling.

The Commission majority favored Granite City Broadcasting over St. Cloud Broadcasting principally on the ground that it conformed with previous policy to approve the request of that applicant "which, as compared with its competitor, has fewer broadcast interests, since such a result would tend toward a greater diversity of the ownership of broadcast stations."

Max H. Lavine, 57% owner of Granite City, has minority interest in WJMC Rice Lake, Wis., FCC found, while Donald O. and Harry W. Linder, together 50% owners of St. Cloud, have station interests "in the same general area" of Minnesota. Harry Linder is licensee of KWLM Willmar, Minn., 57 miles distant, and majority stockholder and general manager of KMHL Marshall, Minn., 120 miles distant. His son Donald is assistant general manager of KMHL.

Associated with Mr. Lavine in Granite City are Francis J. Butler, WCCO Minneapolis newscaster-announcer, president and 19% owner; Robert P. Sutton, WCCO producer, secretary 19%, and Lee Koll, president of St. Cloud Sentinel Pub. Co., publisher of weekly *Sentinel* there, vice president 5%.

Comr. Jones favored St. Cloud Broadcasting over Granite City but cast no vote since he considered the applicant "legally insufficient." The majority determined the St. Cloud application not to be defective as charged by Granite City. No reason for Comr. Walker's dissent was given.

Proposed decision favoring Grand Haven Broadcasting over WMUS was grounded on equal distribution of facilities policy embodied in Sec. 307 (b) of the Communications Act. Grand Haven has no local outlet while Muskegon would have two fulltime and one daytime outlets, FCC said. President and 75% owner of Grand Haven is Walter R. Hummel, treasurer and minority stockholder in Campbell-Wyant-Cannon Foundry Co., Muskegon, and 42% owner of Norman Ross Inc., Grand Haven retail radio and record store. There are 14 other stockholders.

Radio Modesto Inc. was favored over Mr. Helm on basis of greater integration of ownership and management of the proposed outlet at Modesto. Mr. Helm, an auto distributor and having real estate and other local business interests, would devote only one-half time to the station after its establishment, FCC stated.

John H. Schacht, general manager of KSMO San Mateo, Calif., which he organized, is 50% owner and general manager of the proposed outlet of Radio Modesto, the Commission reported. Richard J. Giddings, to be commercial manager, is associated in real estate and insurance businesses with his brother, William W. Giddings Jr. Each holds 16⅔%. Like interest is held by John E. Griffin, local attorney, who is president. Messrs. William Giddings and Griffin would devote part time to the station, FCC said.

DUCKQEALL ELECTED

To So. Calif. 4A Post

EUGENE DUCKQEALL, business manager of Foote, Cone & Belding, Los Angeles, was elected chairman of Southern California Chapter of American Assn. of Advertising Agencies at meeting last Tuesday at University Club, Los Angeles. Other officers elected include Robert Shirey, manager of Los Angeles office, J. Walter Thompson Co., vice chairman; Charles John Hawkins, manager of L. A. office, Barnes-Chase Co., secretary-treasurer. Charles Levitt, vice president of Smalley, Levitt & Smith was appointed to board of governors. Carl Tester, vice president and general manager of Philip J. Meany Co. is retiring chairman.

Other highlights of meeting included talks by two agency men, Fred H. Fidler, Pacific Coast manager of J. Walter Thompson Co., who spoke on "Visual Aids to Selling"; and Richard Scheidker, vice president of executive staff of 4 A's, New York, who offered report on importance of media relations.

FCC Plans

(Continued from page 23)

FCC feels cannot be adequately prepared until the clear-channel outcome is in sight.

Devoting more time to television than any other subject, Mr. Coy said present TV applicants will not be given priority under the new allocations procedure. He reported that from seven to ten applications for VHF channels are being received monthly and said he presumed these applicants hope they will be favored.

In his "personal" opinion, stations on the same UHF channel should be between 200 and 225 miles apart, the chairman said. He held out little hope of getting channels from the military, remarking "*If we get one*, it will be a major event." He noted there is much interest in color TV but that "no one wants to testify before the FCC as to standards."

Mr. Coy said his proposal to the FCC requiring fulltime FM operation would include a recommendation that FM licensees be required to operate their facilities six hours daily during the first year, eight hours daily during the second year, and fulltime by the third.

Chairman Coy acknowledged that the FCC has been spending too much time on applications and not enough on allocations and the formulating of basic rules. He made a passing reference to the Commission's proposal for repeal of the Avco rule, stating that the public should be informed of broadcast applications through advertisements because stations operate on facilities operated in the public interest. The listener should be given a hearing before the FCC on any local radio application, he emphasized.

At Deadline...

WHAS-WLW OVERLAP STUDIED AT FCC HEARING

STUDY of signal overlap between WHAS Louisville and WLW Cincinnati, key question in FCC's hearing on purchase of WHAS by Crosley, occupied hearing Friday and slated to continue when sessions resume today *(early story, page 27)*.

William S. Alberts, Crosley's chief propagation engineer, estimated overlap of 0.5-millivolt contours contains about 40% of Louisville major trading area and 50 to 55% of Cincinnati major trading area. He emphasized there is "no overlap of trading areas."

Earlier, Robert E. Dunville, Crosley vice president and general manager, was questioned on WLW's merchandising. He said similar program would be conducted for WHAS under Crosley ownership but had given no thought to what WHAS "merchandisable area" might be. FCC counsel introduced Crosley map showing WLW's "merchandisable area" as including Kentucky.

WESTINGHOUSE EXTENSION

WESTINGHOUSE stations KDKA-FM Pittsburgh, KYW-FM Philadelphia and WBZ-FM Boston extended to June 1 on temporary licenses pending study of qualifications in light of decision by U. S. District Court of New Jersey charging General Electric Co. et al. with anti-trust law violation, FCC reported Friday. Court decision entered Jan. 19.

GM CO-OP CAMPAIGN TO USE PACKAGE SHOWS

GENERAL MOTORS Frigidaire Div. extending dealer cooperative advertising campaign to include series of transcribed 5, 15, 30-minute programs. Firm will pay half cost of show and station time (at local rate), with dealers to be given choice of drama, mystery or program with accent on home problems. Approved selections are from five producers: NBC, Harry S. Goodman, Monogram Radio Programs, Hopkins Syndicate and Ford Bond Productions.

Stations being informed about co-op program and procedure to follow in announcement letter from Ralph S. McFeely Co., Columbus, Ohio. Latest information on availabilities, audition requests and contracts for shows will clear through that source.

Productions include *Playhouse of Favorites* (NBC), *Mystery House* (Goodman), *Plantation House Party* (Monogram), *Fun at Breakfast* (Bond) and *Psychology in Action* (Hopkins).

UHF POLARIZATION TESTS

EXPERIMENTAL UHF television station to test circular vs. horizontal polarization at 500-520 mc requested by FM division of Radio Electronic Television School, Detroit, in application filed at FCC. Power specified is 100 w visual, 50 w aural with emission AM visual and FM aural.

Owned by W. W. Bailey, G. W. Carpenter, T. J. Casey and L. R. Howard, school to spend $47,000 on station. Yearly operating expense $10,000. Research to be under supervision of C. Ross Armstrong, electronic equipment designer and consulting engineer. Aim of research "to prove that circular polarization will increase the signal strength in the 'fringe' areas." Objective also to compare relative noise pickup and phase shift across built-up city areas.

OKLAHOMA CONFERENCE HEARS AGENCY VIEWS

RADIO'S operating problems were probed by agency officials at Fourth Annual U. of Oklahoma Radio Conference March 3-5 at Norman, Okla. (early story, page 73).

Thomas P. Conroy, head of San Antonio agency bearing his name, said present station hiring methods are haphazard and urged careful screening of prospective employes with a formula of 30% screening, 30% interview and 40% aptitude tests.

Lowe Runkle, of Lowe Runkle Co., Oklahoma City, said agencies are concerned over increased number of stations and higher rates without an accompanying increase in advertising budgets. He noted a need for fresh program ideas. He suggested TV costs should come from the sales budget as well as the radio budget, since TV serves as sales demonstration.

Clyde Melville, of Taylor-Borroff & Co., Dallas, said timebuyers study market areas. Stations should give timebuyers more facts about audience, programming and product, he said, and agencies in turn should demand more facts from stations.

Jerome Sill, WMLO Milwaukee, discussing management problems, urged careful aiming of programs at the audience, rather than expensive production. Postwar period has created a new professional, he said—the radio man who is in radio because it's his specialty. Mr. Sill claimed 20% of all TV applications were filed by wealthy individuals and corporations investing idle capital with hope of a high return. "What social safeguards can be imposed?" he asked.

NEW YORK LEADS TV SETS

SHIPMENTS of TV sets by member companies of Radio Mfrs. Assn. to New York City since war led all other cities, according to RMA figures which include shipments to end of 1948. New York total was 256,873 TV sets. Other cities with more than 10,000 TV sets received from manufacturers to end of 1948 follow: Philadelphia, 98,369; Newark, 87,459; Los Angeles, 75,250; Chicago, 72,345; Washington, 30,338; Boston, 29,095 (Cambridge, 3,797); Baltimore, 27,885; Detroit, 25,942; Cleveland 19,462; St. Louis, 15,849; Milwaukee, 12,859; Albany, 11,933; San Francisco, 11,665; Hartford, 11,492.

TWO PLAN SPOT DRIVES

GENERAL FOODS (Minute Rice) through Young & Rubicam, New York, starting spot announcement campaign on West Coast using about 40 stations effective mid-March and on some stations April 1. Crosley refrigerators, Benton & Bowles, New York, preparing extensive spot announcement campaign to start in April.

FM ON TV TABLE MODELS

MORE set manufacturers joining DuMont, Crosley and Stromberg-Carlson in equipping average-priced video sets with full FM facilities, according to William E. Ware, KFMX (FM) Council Bluffs, Ia., president of FM Assn. [CLOSED CIRCUIT, Feb. 21]. He said competition of low-priced TV-FM combinations has led to reduction of prices on large console combinations.

DR. JAMES ROWLAND ANGEL

DR. JAMES ROWLAND ANGELL, 79, pres dent emeritus of Yale U. and public servi counsellor and member of board of NBC, di Friday at his New Haven, Conn., home. D Angell joined NBC in 1937 upon his retir ment from Yale. Basic public service polici established by Dr. Angell at NBC still o served.

BMB ADDS 3 SUBSCRIBERS

TWO AM and one FM station have be added to BMB subscriber list, bringing tot to 666 AM, 141 FM, 13 TV stations, four nati wide networks and four regional networ Newest subscribers: KDHL Faribault, Min KTRE Lufkin, Tex., and WRUN-FM Uti N. Y.

PERSONAL FINANCE TEST

PERSONAL FINANCE Co., New York, co ducting test television spot campaign on WCB TV New York and WATV Newark. Comme cials produced by Hartley Productions, Ne York. Agency, Bermingham, Castleman Pierce, New York.

CLARK TO PEARSON

GEORGE W. CLARK, account executive Grant Adv., Chicago, has joined John E. Pea son representative firm, also Chicago.

WARING FOR GE ON TV

GENERAL ELECTRIC, through Young Rubicam, will sponsor hour-long televisi show featuring Fred Waring, Sundays, 9-1 p.m., starting in mid-April over entire CB TV network. Program will be kinescoped f stations not on coaxial lines.

Closed Circuit

(Continued from page 4)

man and entourage vacationing at Key We ABC Washington Vice President Robert Hin ley supervising Presidential premiere in pe son.

REVERBERATIONS already being hea among radio practitioners over dizzying detai of FCC's proposed new Avco plan of r quiring local advertisement of all major broa cast applications [BROADCASTING, Feb. 2 Federal Communications Bar Assn. is schedu ing series of meetings to attempt to fath intricacies of plan and fashion counter-pr posals.

GOVERNMENT grant of $10,000,000 und stood given Canadian Broadcasting Corp. f TV stations at Toronto and Montreal. C expected to recommend TV licenses to pri interests who have applied, CKEY and CF at Toronto, CFCF and CKAC at Montreal.

BOON to TV programming seen in new r cording device to be unveiled at NAB En neering Conference at Chicago. Gadget s to permit easy synchronizing of movie film a separate sound recorded on magnetic tape.

BENTON & BOWLES, New York, prepar and submitting television show for sponsors to Crosley Radio & Television Division Avco.

DORLAND Inc., New York, preparing vi show for A. S. Beck Co., New York (sho Advertiser has bought 10-10:30 p.m. Thurs on NBC-TV effective March 24.

NETWORK-AFM pact on TV scales said be "awfully close" Friday. Increases, if a believed minor.

WLIN 730 *a clear channel station*

a half...of Wisconsin...

MERRILL
PRIMARY COVERAGE

A REGIONAL COVERAGE . . . *at LOCAL RATES*

Only WLIN singly covers all Northeastern Wisconsin

POPULATION . . . . . 600,000†
FAMILIES . . . . 135,000†
RADIO HOMES . . . . 129,000†
Farm Income . . . $200 million*
Retail Sales (1947) $420 million†
Retail Sales per person . . $700*

• *MAIL RESPONSE . . .*

52,000 pieces of mail received during the first six months operation.

• *SALES RESPONSE . . .*

A national flower client used ten spot announcements . . . pulled 1413 $1.00 cash in advance orders.

FM . . . as a bonus to AM advertisers

† BROADCASTING MARKETBOOK, 1948
* SR&D Consumers Markets, 1948-9

WLIN is the most powerful northeastern Wisconsin station. So it programs for the vast beyond-metropolitan areas where a fifth of the people live . . . where farmers live 20% above the national average. And where bank deposits are $200 million and savings bond sales are another $45 million.

Here is an area ideal for tests . . . and sales. It's half rural, half urban. Its wealth is diversified from farming, mining (iron), lumbering, manufacturing and resorts. In fact, during the resort season, buyers increase by the hundreds of thousands.

Glance at the figures. Of course, they're not all. But they indicate a market worth knowing . . . and watching. They add up to a story we'd like to tell you in full . . . and soon.

OVER HALF A MILLION LISTENERS

[illegible]

WLIN
MERRILL WISCONSIN

[illegible]
[illegible]

a clear channel station

[illegible]

Jean Gillespie, famed radio actress frequently heard on Mutual, poses in a circa 1910 bathing suit and proves a point.

Sometimes, LESS is Better

by* EDGAR KOBAK, *President, Mutual Broadcasting System

IT has long been a practice of the networks, including Mutual, to brag about MORE. More this, more that, more the other thing.

But sometimes LESS can be better. For the advertiser. And so, by way of a "switch" we are listing a few of the items of which Mutual has LESS. With reasons why we believe (and our advertisers believe) less is better.

1. FEWER 50-KILOWATTERS, LESS TOTAL POWER

Here less is better for two reasons. First: fewer clustered 50's mean less overlap, duplication and waste in power and coverage. And second: it enabled us to build our network with an eye not to *total* power but *distribution* of power in markets where it can do the most good. As a result, Mutual has 172 *one-thousand-watt-and-up* stations which do a great job in their markets; and 348 lower-powered stations which blanket their own areas.

2. LESS NIGHTTIME COVERAGE — BY A SMALL MARGIN

The obvious advantage in this case is: less fringe coverage in so-called "scatterville" where cost of coverage runs high. Mutual's nighttime coverage *covers people,* not geography. (This is not the place to point out that Mutual has more daytime coverage than the other networks—so we'll skip that.)

3. LOWER COST PER 1000 RADIO HOMES

Here less is better and no explanation needed. Mutual delivers radio homes at less cost because (1) there is no power waste, and a minimum of coverage duplication, (2) its coverage is distributed where people and purchasing power are, (3) its overall rates are lower, discounts higher. Moreover, with 520 stations, Mutual is able to add that powerful *local touch* to national advertising in practically all of its coverage area.

4. LOWER COST SHOWS AVAILABLE FOR SPONSORSHIP

A low-cost show is not necessarily better than an expensive one. But a low-cost show that costs *less per rating point* and *less per 1000 homes reached* is something else again. We have many such shows (once sustainers) which are doing some powerful selling for their sponsors. We have many such shows which are still available for sponsorship.

5. LESS TIME SOLD

Here less is better for the advertiser because it means better availabilities in the better listening periods. On April 25 Gabriel Heatter moves to an earlier time; and we will be programming for sequence from 8:00 to 10:30 PM Monday through Friday. This means we will have *many choice periods* available and now is the time for advertisers to get the details.

6. FEWER VICE-PRESIDENTS, LESS OVERHEAD

With less brass, less ceremony, fewer rugs on the floor, the Mutual organization seems to be able to move faster, to make decisions quicker, cover the bases, get prompter clearances, give better service to advertisers, agencies, artists and stations. With lower overhead, Mutual is able to pass on savings to advertisers in the form of better rates, more for their money.

When selling gets tougher, as it seems to be doing, and results are what count—you owe it to yourself to get the facts about Mutual's sales ability.

Mutual Broadcasting System

Where Less Buys More

March 7, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 10

The San Francisco And Bay Area Radio Market

By GEORGE VOIGT

THE FABULOUS San Francisco Bay area, with its 783,540 radio families, centers around the City of San Francisco, which claims the highest per capita income ($2,326) of any comparable city in the nation.

Local, regional and national advertisers value this market so highly that they place some $6 million in radio business annually with the 16 AM, 11 FM and one TV stations which serve it.

Approximately $20 million of radio billings originate here and are placed by Bay Area agencies in all parts of the United States.

Like Rome, San Francisco is built on seven hills. Its 814,500 inhabitants, made up of racial and national groups from every civilized country in the world, are squeezed onto a peninsular area of 45 square miles.

Its greatest single asset is San Francisco Bay, the largest and one of best landlocked harbors in the world.

On the mainland across the Bay to the east, and linked to San Francisco by the longest bridge in the world, lies Oakland, with 401,000 inhabitants and almost as many suburbs.

Between them, San Francisco-Oakland form the metropolitan center of a nine-county empire of 86,000 square miles and with a population of 2,616,500.

Counties of the Bay Area include: San Francisco, Alameda (Oakland), Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma.

Some of the counties object to being lumped together. San Jose, for example, often argues it is the metropolitan center of Santa Clara county and should not be included within the San Francisco-Oakland region.

The U. S. Census of 1940 included only the first five counties in the metropolitan district. However the bureau is expected to treat the nine as a unit in 1950.

Many of the counties are almost entirely agricultural areas spotted by scores of small towns but without a single city. They contain some of the richest dollar producing farm land in the U. S. Others, like Marin and San Mateo (sometimes referred to as San Francisco's bedrooms), are little more than residential districts with a scattering of industry, farms and, in San Mateo, dollar-fat race tracks.

Radio stations, newspapers, advertisers, industrialists, chambers of commerce, trade associations, political groups all consider the nine counties a unit and plan their operations accordingly.

This economic unit spreads out around the Bay like a giant half-wheel from the San Francisco-Oakland hub. It is physically united by, in addition to the San Francisco-Oakland Bay Bridge, numerous lesser bridges and one equally famous and important—Golden Gate, spanning the entrance of the Bay and connecting San Francisco with the North Bay counties.

(Continued on San Francisco 3)

Tenth of a Series

In 1849 business opportunities
in San Francisco were limited

HOTEL
BANK
LOANS
HOTEL
GEN'RL STORE

IN 1949 IT'S A DIFFERENT STORY

Of the nation's twelve cities in the five hundred thousand to one million population group,

SAN FRANCISCO is –

1st IN PER CAPITA INCOME $2,326

1st IN NET EFFECTIVE BUYING INCOME ... $1,828,042,000
(MONEY TO SPEND)

1st IN RETAIL SALES ... $1,267,397,000

AND REMEMBER—SAN FRANCISCO IS ONLY 18% OF KNBC'S RICH LISTENING AREA!

THE BONANZA STATION
OF CALIFORNIA

KNBC

50,000 WATTS 680 K.C.

Are you getting your share of this rich California "gold mine"? Why not get in touch with KNBC or any NBC Spot Sales Office for details?

Source: Copyright 1948, Sales Management Survey of Buying Power; further reproduction not licensed

(Continued from San Francisco 1)

The area encompasses a wide range of living conditions and climate. It ranks sixth among the nation's metropolitan areas in number of families, retail sales and income.

San Francisco itself ranks first in per capita income among the nation's 200 leading cities with an even higher figure.

It is the nation's second largest regional security market. The world's largest bank is headquartered here, as is the 12th Federal Reserve District, which ranked third in volume of business in 1947.

It has the lowest percentage of tax delinquency—0.97 per cent in 1947—for any city of over 500,000.

It is one of two world communication centers in the nation. Trans-Pacific communications are handled by four major radio and one cable system. It is headquarters of telegraph and telephone companies serving the Western Regional Area. It is communications center and overseas relay station for all military services in the region and under the Western Sea Frontier and Western Command. The CAA maintains its West Coast Overseas Foreign Air Communication station in San Francisco to gather and disseminate weather data throughout the Western Pacific and Orient. It has the highest telephone density in the nation.

Major Terminals Operate In Bay Areas

It is a major transportation center and air terminal of the Pacific. Eight major airlines, an important "feeder" line and numerous charter lines operate out of San Francisco. More than 40 common carrier truck lines carry cargo to and from the area. Four class one railroads and four major transcontinental bus lines serve the city.

Total income of Bay Area residents in 1947 was $4.5 billion; retail trade amounted to $3 billion; wholesale trade to $5.7 billion; bank debits were $33 billion.

The Bay Area ranks third in tonnage of water-borne commerce among ports of the nation.

The area ranks high in postwar growth.

Population has increased 50 per cent. The Chamber of Commerce, differing with BMB, estimates that 86,597 families live in the area.

BMB's estimate of total families in the area is 789,190 of which 83,540 have radios.

Business generally, as reflected by bank debits, has almost tripled. Trade, both wholesale and retail, has more than tripled.

In the three years 1945-47 a total of 2,399 industrial projects—new industries or expansions—were completed in the area at total cost of approximately $361,000,000.

Civilian employment increased to 891,000, one-third of a million above 1940.

This large, wealthy and fast growing market is served by 16 AM, 11 FM, and one TV station. In addition one TV station is on daily test pattern, two other channels have been assigned and two are to be assigned. There are a number of smaller AM stations serving parts of the area.

To reach the audience some 2,000 national, regional and local advertisers place more than $6 million business annually with the stations.

Approximately 30 advertising agencies place the bulk of this business. However, of the 250 agencies in the area, more than 80 radio-minded firms, including some 20 national agencies, have their finger in the pie.

The $6,000,000 spent annually for advertising on Bay Area radio stations has paid off well for the advertisers. Campaign success stories are numerous. They range from the spectacular campaign that in less than a year skyrocketed a local car dealer to national prominence, to the steady buildup of goodwill for Standard Oil of California during the 22 years of its *Standard Hour* of fine music.

Standard Oil is the oldest continuous user of West Coast radio. *Standard Hour*, strictly institutional, went on the air over NBC Pacific stations in October, 1926. Its companion program, "Standard School Broadcast," began in the same list of stations in November, 1928. Neither program has ever contained a commercial sales message during all their years on the air.

But their success in building good will for Standard Oil Co. is unquestioned by either company officials or BBDO, agency handling the Standard Oil account.

Commercial plugs for the company are carried on the weekly *Let George Do It* on Don Lee-MBS stations; the daily *Farm News* on KNBC San Francisco and KFI Los Angeles; and the *Standard News* on four Alaskan stations.

One of BBDO's success stories is that of Circus Foods Inc. Utilizing 25 stations with "a very thin schedule and in the face of stiff competition," BBDO put on a one-minute transcribed spot campaign that in three months boosted sales throughout the West to a new high.

The "absent minded elephant" singing commercials used were irritating but clever and they sold peanuts, expanded existing markets and developed new markets for the company.

The success story of the local car dealer mentioned above used a similarly aggravating but original and effective spot campaign. The campaign, handled by Sherman & Shore and using a $6,000 monthly budget, built Horsetrader Ed's into the nation's largest used car business with total sales in 1948 reaching $3,780,500 [BROADCASTING, Feb. 7].

Regal Amber Beer's Success Story

A prize-winning success program is *Light and Mellow* on KNBC. *Light and Mellow*, as almost anyone in Central and Northern California can tell you, means Regal Amber Beer. Since the program went on the air in April, 1942, *Light and Mellow* has become one of the best known trade mottos.

It is a half-hour weekly program sponsored by Regal Amber Brewing Company through the M. E. Harland agency, San Francisco. It consists of popular and classical music with mellow-voiced singers and announcers.

The program received the Advertising Assn. of the West's Vancouver Trophy for the best job of radio advertising in the 11 Western States and Western Canada in 1948.

Skippy Peanut Butter (Rosefield Packing Co.) handled by Young & Rubicam Inc. San Francisco, is an outstanding example of a Western product successfully promoted almost exclusively by radio.

The account started using radio in 1941 over a single station, KQW San Francisco. Today it is sponsoring its weekly, 30-minute transcribed *Skippy Hollywood Theater* on 47 major stations. During its seven year use of radio it has grown into America's largest selling peanut butter, says Y&R.

Chemicals Inc., (Vano) Oakland has found radio advertising so successful it has increased its radio budget for 1949 by 40 per cent, according to Bill Morrison, radio director of Garfield & Guild, agency servicing the account.

The company was a heavy user of regional network time until the first of this year, when it switched to spots on the Pacific Coast. Among its sponsored programs are *Favorite Story* on KNBC San Francisco, *David Runyon Theater* on KFI Los Angeles, and *Art Baker's Notebook* on KOIN, KJR, KHQ, KGB, and KFRE.

Kay Jewelry Co., originally a San Francisco store (retail), began using radio eight years ago. Initial campaign proved so successful radio now takes a major portion of its advertising budget. It began sponsoring nightly live and recorded 60-minute *Sweetheart Swingtime* on KNBC San Francisco. Two years ago it started a similar program on KFI Los Angeles. Since starting to use radio the company has spread out with stores in Sacramento, San Jose, Oakland, San Diego, Los Angeles and San Fernando. Garfield & Guild, San Francisco, also services this account.

A total of approximately $20 million of radio billings originates in the Bay Area and is handled by Bay Area agencies—local, regional and national. These additional billings are placed throughout the nation.

The area's radio history is as colorful and unusual as the history of San Francisco Bay itself.

KQW claims the first successful broadcast in the world in San Jose in 1909. The station calls itself "The San Jose station for the San Francisco Bay Area." It is the CBS outlet with studios in San Francisco.

Bay Area Claims Firsts in Radio

The Bay Area also claims:

- ● World's first (KQW) two-way voice broadcast by radio.
- ● First regular radio programs—in 1912 on KQW with Al Pearce and brother Clarence singing and playing ukeleles.
- ● First receiving studio (KQW).
- ● First government licensed station (KQW).
- ● First broadcasts of grand opera direct from the stage and first football broadcasts direct from field, both on KPO, now KNBC.
- ● World's first TV broadcast (Farnsworth)

Although KPIX, the area's first commercial TV station, started telecasting only last Christmas Eve, modern, non-mechanical television originated in San Francisco in 1927 when a 21-year-old lad, Philo T. Farnsworth, first linked the photoelectric cell with a cathode ray tube utilizing no mechanical parts.

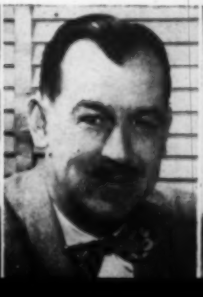
The first picture flashed on the tube was a rather fuzzy triangle, then a dollar sign, dedicated to the

(Continued on San Francisco 4)

ilip G. Lasky
Vice Pres.
Gen. Mgr.
KSFO

John W. Elwood
Gen. Mgr.
KNBC

Lee Mikesell
Gen. Mgr.
KSAN



Gayle V. Grubb
Gen. Mgr.
KGO KGO-TV

Arthur Hull Hayes
CBS Vice Pres. in Chg.
Of San Fran. Office

Wm. B. Pabst
Gen. Mgr.
KFRC

E. P. Franklin
Gen. Mgr.
KJBS

Don Fedderson
Vice Pres.
Gen. Mgr.
KYA

(Continued from San Francisco 3)

financial backer. Three years later, in 1930, young Farnsworth sent his first image sailing through the ether—a picture telecast from the tower above his Telegraph Hill laboratory to the Merchants Exchange Building a mile away.

Top radio artists who were first known only to San Francisco-Oakland radio audiences include: John B. Hughes, Kay Kyser, Benay Venuta, Meredith Willson, Tony Martin, Tom Breneman, Ralph Edwards, Don Wilson (who sang in the Piggly Wiggly quartet), Harold (Great Gildersleeve) Peary (who barked like a dog on a Little Orphan Annie series) and others.

There were many experimental and, to the backers, costly radio stations started in the area shortly after KQW was granted in 1912, claiming the first U. S. operation permit ever issued. But most of them went under and left no trace but an assortment of call letters in the memory of old timers.

Of the survivors, three besides KQW, CBS outlet, are owned by or affiliated with networks. These are KNBC (until recently KPO), owned by NBC, went on the air in 1921; KGO, owned by ABC, went on air in 1924; KFRC, affiliated with MBS, began in 1924.

The Order of Stations' Starts in Bay Area

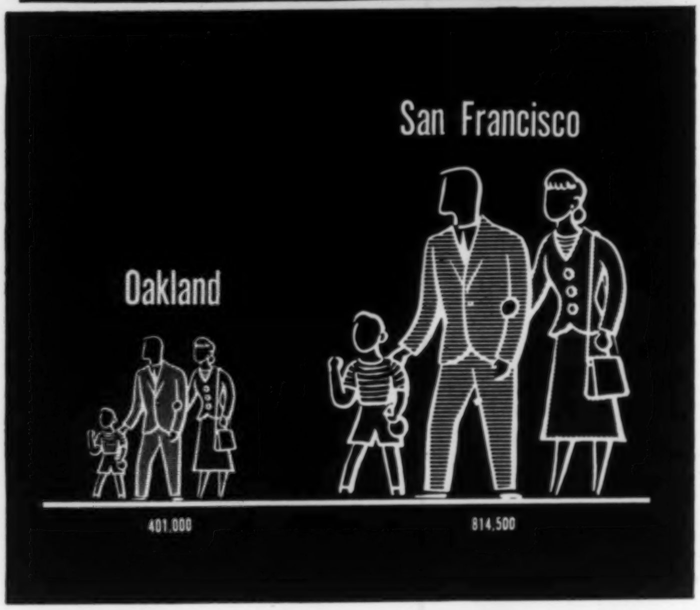
The independents, in order of their appearance on the air, are:

KWBR Oakland, 1920; KLX Oakland, 1921; KSAN San Francisco, 1922; KRE Berkeley, 1922; KJBS San Francisco, 1925; KROW Oakland, 1925; KSFO San Francisco, 1925; KYA San Francisco, 1926; KVSM San Mateo, 1946; KTIM San Rafael, 1947; KSMO San Mateo, 1947; KGYW Vallejo, 1947.

These 16 stations blanket the Bay Area thoroughly and reach out into population centers throughout the 11 Western States. They provide Bay Area listeners with every type of programming.

The four network stations and larger independents have a varied lineup of commercial accounts, local regional and national. Some of the smaller and more regionalized stations depend on local advertisers for the bulk of billings. A few exist almost entirely on local advertising. One of these smaller stations, concentrating on strictly local programming material and local advertisers, reported its gross billings for last year at near $500,000.

POPULATION:



Most balanced programming from listener point of view comes, of course, from network outlets. They give their listeners the best of the network programs—big name and variety shows and plays—plus heavy schedules of local news, talent and special events. Many regional network shows originate in San Francisco. All four network outlets place emphasis on public service programs.

Most of the independents specialize in their programming.

KYA calls itself "The Sports Station" for the Bay Area. It places emphasis on all sports in season. Sports Editor Bob Fouts has three commercial 15-minute sportscasts daily plus sponsored sports bulletins twice hourly. Station also is heavy on news reporting and disc-jockey musical programs.

KJBS presents a day of news, music and variety shows but specializes, perhaps more than any of the other San Francisco stations, in covering civic events of special interest. It is noted, for example, for such radio stunts as bringing the voice of a 1906 alumnus by short wave 6,000 miles from Buenos Aires to a U. of California alumni and faculty gathering at Berkeley; and rebroadcasting a short-wave transmission from a submerged submarine during Navy Day celebrations.

KSFO also presents a balanced program but has its specials. It plays sports up. Its outstanding specialty, however, is on-the-scene coverage of big news events. It had, for instance, special events crews on the scene to cover preparations at Bikini for the Atom Bomb tests and to cover the Hilo tidal wave disaster.

KSAN is the San Francisco station for popular music—more than 15 hours of it daily. Station also is a heavy user of recordings. Specialization is most necessary for this station, only 250 watter in the city. But it has exclusive listening loyalty of large block of San Francisco's foreign speaking population; it is only station in city programming foreign language broadcasts—in Chinese, Spanish, Italian and Greek. It also emphasizes educational and community event programs.

In the East Bay KWBR is only station presenting foreign language broadcasts. It also is the only 24-hour station currently operating in the Bay Area. KWBR employs beamed technique of block programming for special listening groups throughout the day—programs to housewives in forenoon, popular recorded music during midday, foreign language broadcasts during evening.

The other two Oakland stations, KROW and KLX compete for listeners with a similar general program format. Both emphasize local news coverage, community events and special services. KROW is heavy on disc-jockey music programs. KLX, *Tribune*-owned, builds special news and sports features around the *Tribune* city room and personnel.

KVSM and KSMO, two of the newest stations in the area, located in San Mateo on the peninsula south of San Francisco, program so differently they hardly are in competition for listeners, each claiming particular and separate audiences.

KVSM serves the locality with specialized coverage of local events and news, in cooperation with two peninsula newspapers, and presents a more balanced program of popular music, participation shows (often direct from establishment of local advertiser) and sports.

KSMO operates on a one program policy: "No jive, no hillbilly music, no soap operas, no singing commercials, no crime thrillers, just the world's greatest music." The policy, while losing some listeners, has built the station a large and loyal audience throughout the Bay Area that it would not otherwise have captured.

KTIM and KGYW Share North Bay

KTIM and KGYW share the North Bay. KTIM broadcasts as "The Voice of the Northbay." KGYW promotes itself as station of the "Queen City" of the North Bay (Vallejo). Both program music, news, community affairs and special services. However, both stations in most cases so completely localize their programming they seldom come into serious conflict. The North Bay is large geographically and the two stations are sufficiently separated (KTIM is in San Rafael) to command sizeable audiences without encroaching on each other's territory.

KRE Berkeley, specializes in music of what is often considered two extremes: classical and "advanced" or "pure jazz" music. It balances music with a schedule of local live features, news, religious and educational programs. Berkeley is seat of U. of California, largest university in America, and many programs originate on the campus with student or faculty talent.

KNBC, KGO, KQW (NBC, ABC and CBS outlets) and KLX have FM stations duplicating AM schedules at no extra cost to advertisers. KJBS and KWBR (an Oakland station with its FM located in San

(Continued on San Francisco 6)

S. W. Warner
Co-owner
Gen. Mgr.
KWBR KWBR-FM

Clifford Fox
Exec. Mgr.
KVSM

David McKay
Co-owner
Gen. Mgr.
KGYW

Arthur Westlund
Pres. and
Gen. Mgr.
KRE

Hugh Turner
Vice Pres.
Gen. Mgr.
KTIM

Wilton Gunzendorfer
Gen. Mgr.
KROW

Glenn Shaw
Gen. Mgr.
KLX

Jack H. Sch
Gen. Mgr.
KSMO

KFRC
SAN FRANCISCO
610 KC.
5,000 WATTS

Sales Go Up
and
Stay Up

WHEN YOU USE MUTUAL-DON LEE

KFRC

For Economical, Complete Coverage of the San Francisco Metropolitan Market

MILK COMPANY

13½ Years on KFRC—1 Hour Show Weekly

Jumped from 4th to 1st place in milk distribution within a year after starting on KFRC. *Still* in 1st place. Show has been their main advertising since 1935 and has such competition as "Truth or Consequences," "Life of Riley" and "Your Hit Parade."

LARGE NATIONAL MEN'S CLOTHING CHAIN

8 Years on KFRC—15 Minutes, 6 Days a Week

Store managers state their morning news strip on KFRC is the most productive advertising they have ever used. This newscast had such a high appeal to feminine listeners, the store found it profitable to open a women's department.

Write your own sales success story in the booming San Francisco-Northern California Market. Contact Merwin L. McCabe, Sales Manager

KFRC
SAN FRANCISO

5000 WATTS—610 KC—NON-DIRECTIONAL
TRANSMITTER LOCATED IN HEART OF CITY

Key Station of the Mutual-Don Lee Broadcasting System
1000 Van Ness Avenue • Prospect 5-0107

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY • NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES

DAY AFTER DAY
THE SAME STORY
MEANS MORE SALES

GROWING WITH THE
OAKLAND • SAN FRANCISCO BAY AREA

960 on your DIAL

KROW

SINCE 1925

NEWS — SPORTS
MUSIC — IDEAS

KROW—OAKLAND

Phone: TWinoakes 3-9600

(Continued from San Francisco 4)

Francisco) both have FM with schedules separate from their AM and have time to sell. There are an estimated 60,000 FM sets in the Bay area.

Exclusively FM commercial stations on the air at present are KRON and KSFH San Francisco, KRCC Richmond, KSBR San Bruno and KDFC Sausalito.

In addition to these, KRE is scheduled to begin FM operation this month.

The independent FM stations are heavy on popular and classical music, news and educational or "think" programs.

KRCC, which is affiliated with KTIM-AM, has been on the air since Feb. 1, 1947. Licensed to Contra Costa Broadcasting Co., it operates from 6:45 a.m. to 2:30 p.m. daily and 8 a.m. to 4 p.m Sunday.

KRON, on the air daily except Saturday and Sunday, 2 to 10:05 p.m., is licensed to San Francisco *Chronicle*. It started operation on July 1, 1947.

KSFH, operating on a schedule of 3 to 10 p.m. daily, went on the air in Oct., 1947. It is licensed to Pacific Broadcasting Co.

KSBR operated on an experimental basis for 18 months before going commercial in May 1948. Daily schedule is 3 to 10:15 p.m. It is licensed to Radio Diablo Inc.

KDFC went on the air Sept. 1, 1948, and is licensed to Sundial Broadcasting Corp. It operates daily 3 to 11 p.m.

Television bowed into the Bay Area last Christmas Eve when KPIX started telecasting. TV sets, which had been moving slowly in retail stores, immediately began to sell. The number of sets doubled in one week to more than 1,000 preceding KPIX's first broadcast.

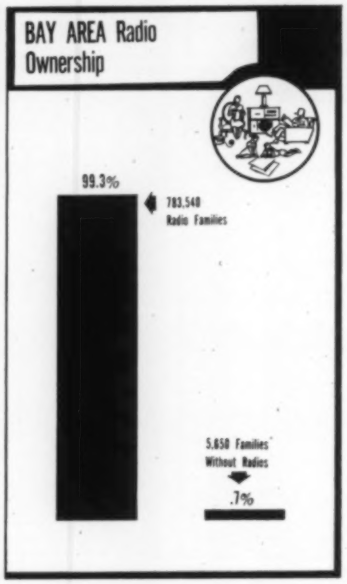
KPIX Telecasts New Years Day Event

By January 1, when KPIX, with a burst of color and publicity, televised the East-West New Years Day football classic, the number of sets was estimated at 3,500. This month estimates, gathered by surveys of Bay Area dealers, place number at 5,000.

Advertisers seem less wary of TV than they have been of FM, judging by accounts already placed on KPIX. The station, with a telecasting schedule of 14 hours weekly, is supported by 20 local and national advertisers. Station sells its facilities for $250 an hour Class A time. Additional charges for production, talent, technical, and remote pickups are quoted individually.

KGO-TV (ABC), the area's second TV station, is currently on daily test pattern and expects to commence its regular telecasting by May 1. No rates have yet been quoted but station already is lining up accounts.

The station plans a telecasting schedule of one-third live programs, one-third kinescope and direct film, and one-third remotes, special events and newsreel material. It will draw from network outlets in Hollywood and the East for programs.



KGO-TV becomes one of five ABC TV stations. The others are WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and KEXA-TV Los Angeles, now testing.

Following KGO-TV will be the *Chronicle* station, KRON-TV. Just when this outlet will start telecasting is a matter for conjecture. Best estimates seem to be mid-year. It will be an NBC affiliate.

(KPIX-TV is now operating with an interim NBC affiliation pending completion of the KRON-TV station.)

KPIX-TV, operating on Channel 5, maintains a transmitter at Mark Hopkins Hotel; KGO-TV, on Channel 7, has a transmitter on Mt. Sutro in the old Sutro Mansion; KRON-TV, on Channel 4, is erecting transmitter atop the San Bruno range.

There are three other channels assigned to the city—2, 9, and 11.

KFRC has a construction permit for Channel 2 now pending before the FCC. But the application will not be acted upon until the Commission disposes of another case involving the Don Lee Network.

The five applicants for the two remaining channels are: Paramount Television Productions Inc, 20th Century-Fox, CBS, Television California (owned by Edwin Pauley) and KROW Oakland.

In addition, San Jose has been assigned Channel 13 and three companies have entered applications. They are Radio Diablo Inc., owners of KSBR-FM San Bruno, Video Broadcasting Co., and FM Radio and Television Co.

Many of the top national agencies maintain regional headquarters in San Francisco. They handle an imposing list of national, regional and local accounts.

Because of the wild scramble for clients, these ultra conservative San Francisco agency men are reluctant to disclose figures on radio billing. In most cases they even refuse to list accounts. But it is estimated radio billings out of San Francisco area in past year were approximately $20,000,000.

Foremost among the agencies, not necessarily in this order, are such firms as McCann-Erickson; BBDO; Knox Reeves; J. Walter Thompson Co.; Honig-Cooper Co.; Botsford, Constantine & Gardner; Beaumont & Hohman; Biow Co.; Roy S. Durstine Inc.; Ruthrauff & Ryan; Foote, Cone & Belding.

Billing Credits To San Francisco

Most of these agencies, because of network production facilities and name talent, have Los Angeles or Hollywood radio service offices. However, billing accounts from this area are credited to San Francisco.

San Francisco regional headquarters of BBDO service radio clients with aggregate billings estimated at $1 million or more. Charles H. Ferguson, vice president in charge of Pacific Coast offices (Los Angeles and San Francisco) spearheads operations. James A. Barnes is radio director. He was an account executive before taking the directorship five years ago.

BBDO, San Francisco, services a variety of accounts, including

1310 ON YOUR DIAL

KWBR

★ ★ OAKLAND, CALIFORNIA ★ ★

1000 watts
24 hours daily

327 21st Street
S. W. Warner, Gen. Mgr.

"OAKLAND'S PIONEER STATION"

. . . In the Bay Area metropolitan district, if you want your advertising dollar to stretch, choose KWBR and KWBR-FM . . .

Standard Oil Co. of California; Golden State Co. (dairy products); Circus Foods Inc. (packaged salted peanuts); Tea Garden Products (jellies, jams, syrup).

Biow Co., San Francisco, also is in the million dollar class. It is headed by Leslie Hannah, general manager. Besides servicing Roma Wine and other accounts, this agency in mid-January acquired major part of the near million dollar Langendorf United Bakeries Inc. advertising business (Langendorf, Dr. Penland, Hollywood reads and Langendorf cake). At east 50% of this account's billing oes to local and regional radio.

Beaumont & Hohman, in the past wo years, has developed the long adio-dormant A. Schilling & Co. coffee and spices) into a substantial spot user of radio west of the Mississippi. Pacific Greyhound Bus Co., through B & H, sponsors weekly *Romance of the Highways* n ABC Pacific stations.

McCann-Erickson has several major accounts in San Francisco. t services W. P. Fuller & Co. paints, household products), users f West Coast spot and regional etwork time. Agency also places eavy spot schedule for S.O.S. Co. scouring pads) on the West Coast. General Brewing Corp. (Lucky Lager beer) is another big radio ser that consistently sponsors recorded music on California stations in addition to spot announcements.

Pioneer among San Francisco agencies is Brisacher, Wheeler & Staff, established in 1919. Headed by Emil Brisacher, president, and Franklin C. Wheeler, executive vice president, the agency has gone through a succession of expansions and name changes in its history.

The firm maintains branch offices in Seattle, Los Angeles and New York. Agency's radio billings this past year exceeded a million dollars. Deane Weinberg is San Francisco radio time buyer.

Major radio clients include Peter Paul Candy Co. (Mounds, Almond Joy, Walnettos); Acme Breweries; Dennison Foods Inc.; Par Soap Co.; Old Homestead Baking Co. (bread).

Garfield & Guild Handles Many Accounts

Garfield & Guild Adv. is another active radio agency. Sidney Garfield started the agency about 18 years ago with a few small accounts and serviced 35 regional and national advertisers with more than a million dollars in radio billing last year. Bill Morrison, radio director for the past five years, said about 80% of the firm's billing goes to radio.

Walter Guild, who left the firm March 1 to form Guild, Bascom & Bonfigli, worked part time for Mr. Garfield while an announcer on KSFO. He joined the agency as account executive on a full time basis in 1939 and became a partner in 1943, when his name was added to the firm. Name Garfield & Guild remains with Mr. Garfield under the new setup although some accounts will move to the new GB&B firm.

Major accounts held by each agency will include:

Garfield & Guild—Kay Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutradt Co. (Strykers soap), Gravem-Englis Baking Co. and Alexander Balart Co. (Alta Coffee).

Harrington, Whitney & Hurst Inc., with San Francisco and Los Angeles offices, in business since June 1946, has several radio accounts. Jean Wherland, media director, handles radio time buying.

E&J Gallo Winery, Modesto, Calif., currently is using heavy spot schedule nationally. Spreckels Sugar Co., and Marlo Packing Corp. (food products) are regional spot users. E. E. Booth Co. (Crescent Brand foods) is a potential. Avoset Co. (whipped cream) is using participation show on WFIL (TV) Philadelphia. Marlo is testing on KFI-TV Los Angeles.

Russell, Harris & Wood Inc., in business only two years, is rapidly rising agency in San Francisco with radio billing in excess of $50,000 last year. King Harris, vice president and radio director, predicts 1949 will double that figure. Hilda Kirby is time buyer for the agency.

The agency has a healthy string of regional and local accounts, including 6th Army Recruiting Service (eight western states) conducting five spot campaigns yearly in addition to five-minute Ira Blue sportscast on 22 ABC western outlets; West Coast Soap Co., Oakland (Pow-wow cleanser), sponsoring participation in women's programs on California stations; Brents Jewelry Co., Oakland (regional retail chain), using spot campaigns on seven Bay Area stations. World Insurance Co., Omaha (hospital insurance plan), and Sterling Furniture Co. (retail) are also radio users.

Ad Fried, of the small but livewire Oakland agency bearing his name, reports radio billings over $100,000 and believes 1949 will be even better. Viewing radio as "very healthy" he contends it is difficult to buy good time on many stations in the area at the present time.

He said it is important, however, that stations "hold the line" on rate increases.

His local and regional radio clients include Cochran & Celli (Chevrolet dealers); San Pablo Furniture Warehouse (retail firm); West Coast Soap Co. (White Navy, Pow-wow); Holly Meat Packing Co. (smoked meats), sponsoring John K. Chapel, news analyst daily on KROW with plans to expand to other California outlets. Davi Miracle Foam (rug, upholstery cleaner) has a Pacific Coast spot campaign on air.

Emil Reinhardt Adv., Oakland, in business since 1932, services a number of local and regional advertisers. Joseph Connor heads radio department.

With a ten-man staff, Mr. Reinhardt personally directs some of the accounts. Agency buys a heavy and consistent schedule of programs, chain break and spot announcements in the area for San Francisco Brewing Corp. (Burgermeister beer).

The agency also place programs and announcements on various Pacific Coast outlets for Walter N. Boysen Co., San Francisco. Kilpatrick's Baking Co. (store delivery) reportedly is the agency's biggest user of radio. An extensive list of stations is utilized for spot announcements, chain breaks and programs in Northern and Central California. Old Home Bakery, Sacramento, uses spot schedule on stations in that area.

Mrs. Gertrude B. Murphy is radio and television director of Long Adv. Service, San Francisco and San Jose. Among accounts are Sunnyvale Packing Co., Sunnyvale, Calif. (Rancho soups), a heavy buyer of spot and regional network time; California Prune & Apricot Growers Assn., seasonal users of national spot and participation radio, currently using Kate Smith Show on WIP Philadelphia. Pioneer Investors Savings & Loan Assn., sponsors three times a week a KQW newscast.

Ralph G. Cahn Adv., services Pa-

(Continued on San Francisco 8)

KVSM
The
First
STATION
For The
Rich
SAN FRANCISCO
PENINSULA
1050 ON THE DIAL
Represented by:
DONALD COOK, INC.
GENE GRANT & CO.

More than 4,000 families pay $1 a year to get KSMO's Program Schedule!

When thousands of listeners pay out cash every year to get a radio station's program schedule... THAT STATION REALLY HAS A FIRM GRIP ON ITS AUDIENCE!

And in the San Francisco Bay Area, that station is KSMO. On KSMO you get solid listener loyalty that really pays off at the cash register.

It's smart to have your product talked about on KSMO, which is the-most-talked-about-radio-station in the Bay Area.

Why is KSMO talked about? Why do listeners gladly pay for KSMO's Program Schedule?

Because KSMO is the only Bay Area radio station which broadcasts the world's great music exclusively. Good music has had a big appeal in the San Francisco Bay Area ever since the Gold Rush Days—and that's why KSMO is really in the groove with plenty of people here!

KSMO

REPRESENTED NATIONALLY BY
W. S. GRANT CO., INC.
San Francisco • Los Angeles
Chicago • New York

The
Smart
Advertiser
Knows

YOU CAN'T
BEAT
RESULTS

K
Y
A

San Francisco's
Leading
Independent
Station

1260 KILOCYCLES

5,000 WATTS
DAY
1,000 WATTS
NIGHT

THE BEST BUY
in
THE BAY AREA

Represented by:
ADAM J. YOUNG, JR. INC.
New York—Chicago

(Continued from San Franciso 7)

cific Olive Co. account out of San Francisco and uses participation programs and announcements on Pacific Coast stations.

L. C. Cole Co. handles Tecate Beer, a spot user.

Other successful radio-using agencies are M. E. Harlan Adv.; Richard Jorgensen Adv.; Kelso Norman Adv.; Knollin Adv.; Rhodes & Davis; Boone, Sugg, Tevis & Walden; Theo. H. Segall Adv.; Robert D. Young Adv.; Smith, Bull & McCreery Inc.; Allied Adv. Agencies Inc.; and Ryder & Ingram Ltd., Oakland.

Television is the main topic of every agency man's conversation these days. Highly enthusiastic about the medium's potentiality, they believe San Francisco can develop into an important TV center. However, they do not believe TV will push AM radio into the background.

Several agencies are making budget recommendations that will include local TV. Some already have clients using the medium in other TV centers.

Fortnight magazine, through West-Marquis Inc., sponsors the weekly 30-minute live *New Charades* on KTLA-TV Hollywood; Sunnyvale Packing Co., through Long Adv., has a nightly ten-minute news feature on KTLA. Honig-Cooper Co., for Wine Growers Guild, filmed one minute commercials which were telecast in Los Angeles, Chicago and New York. Standard Oil sponsored the Los Angeles Angels' home baseball games last season on KTLA, with James Barnes, BBDO San Francisco radio director, supervising production of the commercials.

J. Walter Thompson Co., with Fred H. Fidler, new vice-president in charge of Pacific Coast operations, has several clients who will be active in video in the near future. Mr. Fidler is recognized as a pioneer in TV production and commercial films. He had several years' experience in New York servicing agency clients there before returning to San Francisco recently. He also pioneered commercial radio advertising on the West Coast.

Elliott, Daly & Schnitzer Adv. has several major clients who will include TV in their budgets. John C. W. Daly, agency partner and San Francisco manager, said:

"It is our opinion that once they get their feet wet they'll be TV advertisers for good, even though cost per viewer is many times the cost per listener of regular AM broadcasting.

"With the era of television just beginning in San Francisco, agencies and stations alike have a tremendous educational job to do among advertisers. Few advertisers doubt the potential advertising impact of TV, but high cost of producing top quality TV entertainment, plus high time costs per viewer, has made many decide to 'wait and see'."

Brisacher, Wheeler & Staff is studying TV and has campaigns in the planning stage, according to Franklin C. Wheeler, executive vice-president. He also believes video will have a terrific advertising impact and will be a stiff competitor of AM radio.

Industrial advertisers whose appropriations now go to black-and-white only are potential sponsors, says Robert W. Conley, president of Conley, Baltzer, Pettler & Steward Adv., San Francisco.

He believes video is a natural for manufacturers of any type product that can be demonstrated. Agency has been specializing in industrial accounts and now is branching ou to include radio-video.

STATION DATA

Background of Bay Area Outlet

KFRC

1000 Van Ness Ave.
Prospect 5-0107
5000 w 610 kc

FIRST licensed Sept. 24, 1924 . . . a 50 watter owned by Radio Arts Studios with transmitter atop Whitcomb Hotel . . . due to some freak beaming this 50 w station was heard regularly up and down Atlantic Seaboard, in Alaska, Hawaiian Islands, and as far away as New Zealand. . . . Purchased by the late Don Lee in 1926, station power following year was upped to 1000 w . . . new transmitter erected atop Don Lee Bldg . . . studios in 1928 moved to present location on mezzanine of Don Lee Bldg. . . . shortly after move the late Harrison Holloway, then 27, took over to become youngest general manager of a radio station. . . . Under Mr. Holloway station embarked on colorful, unorthodox, sometimes crazy, often brilliant style of program pioneering . . . many of the top artists and management in radio and advertising today were in the station's stable in those days . . . many shows originated by staff in those days still on the air . . . in 1936 the late Mr. Holloway became general manager of KFI Los Angeles. William D. Pabst succeeded him in that capacity at KFRC . . . station went to 5000 w about that time . . . with Don Lee Broadcasting System and CBS severing relations after five years, regional network at beginning of 1937 affiliated with CBS and KFRC became San Francisco outlet. . . . Merwyn (Dixie) McCabe is KFRC sales manager. . . . John Blair & Co. is national representative.

KGO; KGO-FM; KGO-TV

155 Montgomery St.
Exbrook 2-6544
50,000 w 810 kc
25,400 w (TV)
12,600 w (aural)
Channel 7

KGO went on the air in East Oakland, Jan. 8, 1924 with a blaze of international publicity . . . with 1000 w it was most powerful station of its day . . . claimed the largest broadcasting plant in the world . . . built by General Electric, it was the first radio plant ever constructed from ground up exclusively for broadcasting and first to have studios and transmitter at separate locations . . . KGO boosted power to 5000 w in 1927, to 7500 w in 1928 and to maximum 50 kw on Dec. 1, 1947 . . . auxiliary studios were established in St. Francis Hotel, San Francisco, in May, 1924. Four years later studios and executive offices, then NBC Blue station, moved to 111 Sutter St. Now ABC-owned and operated, KGO shares on lease basis NBC Radio City studios at Taylor and O'Farrell Sts. Executive offices are at 155 Montgomery St. . . . in 1941, just 16 days after Pearl Harbor, RCA purchased station from GE . . . when RCA straightened out its network properties to FCC satisfaction in 1943, KGO ended up as a key station owned by ABC . . . station changed management frequently during this unsettled period . . . Gayle V. Grubb, now general manager, took over in 1945 . . . He will also manage KGO-TV, second television station in Northern California now on test-pattern . . . Vincent A. Francis is sales manager of both operations . . . Has FM duplicating AM schedules.

KGYW Vallejo

141 Highway 29
Vallejo 3-5667
250 w-D 1190 kc

WENT ON AIR Nov. 29, 194
under partnership of H. Q. Joucke
and David McKay . . . licensed t
California-Nevada Broadcastin
Co. . . . studios and transmitter l
cated at 141 Highway 29 . . . fo
merly a San Francisco station a
count executive, Mr. McKay do
bles as general and commerci
manager . . . he said station s
cializes in "filling the holes" l
in North Bay areas by larger, m
powerful stations . . . besides lo
business, he makes frequent tr
to San Francisco to contact ag
cies for regional and national a
vertisers . . . with personnel of
station concentrates on local c
erage of news, special events a
community projects . . . servi
Vallejo and adjacent areas with
estimated population of more th
85,000 persons.

KJBS; KJBS-FM

1470 Pine St.
Ordway 3-4148
1000 w LS 1100 kc
30,000 w 98.9 mc

WENT ON AIR in Jan. 1925
weak-voiced 5 watter using
volts of storage battery power
organized and owned by Ju
Brunton & Sons . . . three mon
after inception changed call l
ters from KFUQ to KJBS, utili
initials of company name . .
1927 station installed new tr
mitter and began increasing po
. . . to 50 w 1927 . . . 100 w 1
. . . 500 w 1934 . . . also in
latter year a new tower and

tenna system was installed, increasing field of strength 50%, and KJBS manager, Ralph Brunton, ook over management of KQW San Jose when that station was urchased by Brunton Bros . . . KJBS and KQW linked by telephone lines to allow simultaneous roadcast of programs . . . as tations increased in number hrough years, KJBS changed freuency often to find channel for ts small power . . . now broadcasts n 1100 kc, with 1000 w LS . . . 1937 station moved to present uarters at 1470 Pine St. . . . ominating scene is 250 foot vertil radiating antenna which rises rom sidewalk . . . entrance to udios is under legs of self-suprting tower which, with top 100 et illuminated by red neon strips, as become landmark in center of ity. . . .FCC duopoly ruling caused runton Bros. to sell KJBS. . . . icensee is now KJBS Broadcasts Inc. with Edwin P. Franklin, corporation officer and general anager . . . Stanley G. Breyer is mmercial manager . . . National presentative is Headley-Reed o. . . . Recognized as a "money aker" among broadcasters, staon is healthy with business . . . lls FM separately from AM . . . aims many firsts including first obile shortwave radiophone transission; first West Coast station to stall Western Electric reproducg equipment.

KLX KLX-FM Oakland

Tribune Tower
Glencourt 1-0660
1000 w 910 kc

OUNDED in 1921 by J. R. Knownd Sr., publisher of *Oakland ribune*, as the "Tribune Station" . . licensed to Tribune Building o. . . . present call letters adopted ly 1922 . . . went to 1000 w in 33 . . . currently has application nding for increase to 5 kw fullme . . . last April KLX-FM went air with 20,000 w . . . FM duplites AM programming 18 hours ily . . . Glenn Shaw, present genal manager, came to station from SL Salt Lake City in 1944 . . . tion programming built around orts features and hourly news om *Tribune* city room, with block ogramming of personality recd shows . . . active in merchandisg and promotion . . . last year n two of 14 CCNY national ards for radio promotion . . . ly awards won on West Coast . . recently organized a "Backrd Network" of Northern Califrnia independents to carry KLX ecial and sports features . . . udios located in Tribune Bldg. . . National representative is rn-Smith Co.

KNBC KNBC-FM

Taylor & O'Farrell Sts.
Graystone 4-8700
50,000 w 680 kc

N EX-SAILOR, Joe Martineau, ilt first KNBC transmitter of ds and ends of material at cost $2,400 in 1921 . . . set up as PO on roof of old Hale Brothers pt. store in downtown San Franco . . . one of 12 stations in area broadcasting hour or so daily on 3.3 kc . . . KPO had 11 a.m. to 12 noon . . . only station programming with live talent . . . in second year imported Reinald Werrenrath from New York to sing at $2,500, one of largest radio fees ever paid for single performance at that time . . . Southern Pacific sponsored event . . . during this period KPO claimed to be first station ever to broadcast grand opera direct from stage . . . first to broadcast football direct from field . . . among first to broadcast full length symphony concerts . . . first manager was James W. Laughlin, manager of Hale Brothers, who guided station until 1932, when NBC assumed management and operation . . . in 1925 station purchased jointly by Hale Brothers and *San Francisco Chronicle* . . . frequency and power changes during these formative years included: From original 50 w to 500 w in 1922 . . . 1923 assigned 750 kc and later same year to 710 kc . . . power increased to 1000 w in 1925 . . . same year participated in its first national network program—inauguration of Coolidge . . . on Jan. 31, 1927, became one of original 35 stations of NBC network . . . power increased to 5 kw 1928 . . . following year new transmitter in operation atop Hale Brothers and present frequency—680 kc—assigned . . . in 1931 power increased to 50 kw . . . NBC took over managerial control in 1932 with Don E. Gilman, v.p. in charge of NBC's Western Division, as manager . . . station purchased outright by NBC in 1933 . . . during this period station instituted ship-to-shore transmission of regular program service with variety show broadcast from ship enroute to Honolulu . . . soon after NBC took over station moved transmitter to Belmont, 20 miles south of San Francisco, where it remains today . . . studios moved from Hale Brothers store to NBC studios at 111 Sutter St. . . . Lloyd Yoder, currently manager of KOA Denver, became general manager in 1937 . . . Yoder succeeded by Alvin E. Nelson in 1939 . . . in 1942 moved into its present streamlined, glass-brick and steel Radio City studios at Taylor and O'Farrell Sts. . . . same year John W. Elwood became general manager and continues in that capacity today . . . in 1947 station assumed present call letters . . . FCC has granted construction permit for vertical radiator type antenna . . . new antenna, to be completed this mid-year, will stand 550 feet and increase station's effective radiated power . . . KNBC won six awards and citations for public service last year . . . station has FM duplicating AM programs. Alfred Crapsey is commercial manager.

KQW KQW-FM

140 Jesse St.
Exbrook 2-3233
5,000 w 740 kc

KQW traces history back to 1909 when Dr. Charles D. Herrold, San Jose inventor, strung 11,500 feet of wire between two 7-story build-

(Continued on San Francisco 10)

FREE TO SPONSORS!

BASKETBALL!
KLX 910
on your dial
ASSOCIATED SPORTCASTS
A
1C

22 Million People see KLX sponsor copy every year on this promotional bulletin!

YES, you get plenty of extra promotional dividends on KLX — and KLX also has the lowest cost per thousand of any independent station in the rich Oakland market. For high-powered promotion and low-cost results, use KLX, #1 in Oakland, California!

KLX #1 in OAKLAND CALIFORNIA

Tribune Tower, Oakland 4, California

J. R. Knowland, Jr., President **Glenn Shaw, Gen. Manager**

(Continued from San Francisco 9)

ings in San Jose and conducted one of the world's first successful broadcasts . . . made history again in 1912 with two-way communication by voice in a broadcast between Garden City Bank, San Jose, and Fairmont Hotel, San Francisco . . . later same year KQW began broadcasting regular programs —featuring songs and ukelele tunes by two high school boys, Clarence and Al Pearce—it also claims the first U. S. Government license . . . year later established what was claimed to be world's record for long-distance radio transmission when broadcast picked up by Army transport 950 miles at sea . . . thrilled visitors to 1915 Panama-Pacific Exposition, San Francisco, with broadcast of music to fair from San Jose . . . shortly afterward station established hookup with KDN San Francisco and opened studio for reception of daily concerts broadcast from Fairmont Hotel . . . present call letters KQW assigned 1921 . . . Dr. Herrold transferred broadcasting rights to First Baptist Church of San Jose in 1925 . . . then broadcasting with 500 w on 1010 kc . . . station sold to Brunton brothers 1934 with Pacific Agricultural Foundation as licensee; Ralph R. Brunton, president and general manager . . . 1935 increased to 1000 w unlimited time . . . affiliated with Don Lee-Mutual 1938 . . . increased to 5 kw night 1939 . . . same year installed directional antenna and moved transmitter to Alviso . . . assigned 740 kc with 5 kw fulltime 1941 . . . broadcasting as independent . . . affiliated with CBS Jan. 1, 1942 . . . KQW-FM on air Feb. 1, 1948 . . . 103.7 mc, Channel 279 . . . KQW got permit last August for 560 kc with 5 kw, with KSFO getting 740 kc with 50 kw. Change hasn't been made yet . . . mid-February CBS, 45% owner, FCC consent to assume full ownership. Arthur Hull Hayes is CBS vice president in charge of San Francisco office. Myron A. Elges is sales manager. Edward Petry & Co. is national representative.

√*CHECK THESE FEATURES!*

√**SPORTS REPORTS**
ON THE HOUR
11 a.m. — 6 p.m.

√**NEWS AT THIRTY**
ON THE HALF HOUR
10:30 a.m. — 5:30 p.m.

√**PROGRAMMED POPULAR MUSIC**
15 HOURS DAILY

√**THE RACE RECREATION**
RE-RUNNING OF THE DAY'S RACES
at a California Track
6:30-7 p.m.

√**FOREIGN LANGUAGE***
SPANISH
ITALIAN
GREEK
CHINESE
*(Exclusive in San Francisco)

CALL OR WIRE FOR LOW RATES ON ABOVE FEATURES

KSAN
on your dial
1400 1450 1500

LEE MIKESELL
GEN. MGR.

REPRESENTED BY RAMBEAU

KRE Berkeley

601 Ashby Ave.
Ashberry 3-7715
250 w 1400 kc

FIRST LICENSED in 1922 to Maxwell Electric Co., Berkeley, as 100 watter with transmitter in Hotel Claremont . . . later same year ownership transferred to *Berkeley Daily Gazette* and additional studios established in downtown Berkeley . . . First Congregational Church acquired station in 1927 . . . after three and one half years of turbulent, semi-commercial operation, Lawrence F. Moore was named station director with full responsibility . . . complete new transmitter and associated equipment installed and station went on regular 9-hour daily schedule . . . studios were established in Oakland for about a year . . . then move was made to Glenn-Connolly Bldg. in downtown Berkeley. This was in late 1933 . . . With fulltime operation granted in June 1934, station shortly after went on a 24 hour schedule, become first "round-the-clock" operation in Northern California . . . daytime power was increased to 250 w in January 1935 . . . with license assigned to Central California Broadcasters Inc., Arthur Westlund, who had succeeded Mr. Moore, continues as general manager and also heads corporation as president . . . in November 1938 KRE settled at present location . . . currently operates 18 hours daily. . . . Present fulltime granted in 1939 . . . KRE-FM operations schedule to start this month on Channel 275, 102. 9 mc., with transmitter atop 1850 foot Round Top Mountain.

KROW Oakland

464 - 19th St.
Twinoaks 3-9600
1000 w 960 kc
(CP 5000 w 960 kc)

STATION began in 1925 as KFWM with 50 w power on 1500 kc . . . following January granted 500 w fulltime on 1270 kc . . . shortly thereafter adopted present call letters, KROW, and changed to 930 kc . . . in 1928 station incorporated . . . in 1930 won *Radio Digest* medals for creating most outstanding programs and making greatest progress in state of California during year . . . during that year such now famous stars as Del Courtney, Ran Wilde and Ralph Edwards got their start on KROW . . . in 1933 power upped to 1000 w . . . in 1935 moved to present studios at 19th and Broadway, Oakland . . . in 1941 changed to present frequency, 960 kc . . . currently constructing new AM transmitter for power increase to 5 kw day and night . . . site for new plant will be known as KROW Island and will be located in shadow of San Francisco-Oakland Bay Bridge . . . three 250-foot towers will be constructed on the 20-acre island . . . top portion of center tower will be used for interim FM operation . . . KROW is one of five applicants for one of two remaining TV channels in area . . . if granted KROW will be only East Bay TV outlet . . . since 1944 station has been owned by Sheldon F. Sackett. Wilton Gunzendorfer is general manager, named in 1945 after serving as commercial manager . . . licensee is KROW Inc.

KSAN

1355 Market St.
Market 1-8171
250 w 1450 kc

ON THE AIR since 1922, station went through a series of ownerships and call-letter changes . . . only station in San Francisco today operating on 250 w . . . in 1939 moved transmitter and studios to present location atop Western Merchandise Mart in heart of city . . . Licensed to Golden Gate Broadcasting Corp., president and owner is S. H. Patterson. . . . Lee Mikesell is general manager . . . concentrates on local and civic affairs and music . . . programs more than 15 hours musical entertainment daily . . . employs one of the few Negro disc jockeys in area—Bill Forney . . . only station in San Francisco programming special foreign language broadcasts for large foreign population . . . for several years has had programs in Chinese, Spanish, Italian, Greek . . . commercially sound . . . William G. Rambeau Co. is national representative.

KSFO; KPIX (TV)

Mark Hopkins Hotel
Exbrook 2-4567
5000 w-LS; 1000 w-N 560 kc
29,900 w(TV) 15,400 w(aural)
Channel 5

STATION began as KTAB Oakland in 1925 with studios and transmitter located at Tenth Avenue Baptist Church operating with 500 w . . . it owned the first factory-built transmitter in Northern California . . . in 1929 station established auxiliary studios in San Francisco and power increased to 1000 w . . . in 1932 main studios moved from church to larger quarters in Sweet's Ballroom, Oakland . . . in 1933 station became property of present licensee, The Associated Broadcasters Inc., and studios on both sides of Bay were moved—in Oakland to the Insurance Bldg., in San Francisco to building near Union Square . . . in 1935 call letters changed to KSFO and main studios moved to San Francisco's Russ Bldg. . . . became CBS outlet in 1937 and power raised to 5 kw daytime . . . moved again in 1938 to Palace Hotel, and again 1942 to Mark Hopkins Hotel, where, but in different part of hotel, it remains today, now an independent . . . Philip G. Lasky has been executive vice president and general manager since 1935 . . . last Christmas Eve KSFO went on air with its TV station — KPIX — to become first commercial station in Northern California . . . now programs 14 hours weekly and is supported by 20 national and local advertisers . . . in last two weeks of 1948, after KPIX began test-patterns, number of TV sets in area jumped from less than 1000 to 3500 and current estimates place the number near 5000 . . . KSFO has grant for 740 kc with 50 kw . . . station also operates two international shortwave stations—KWID (100 kw) and KWIX (50 kw). . . . Jack Campbell is commercial manager of KSFO and KPIX (TV).

KSMO San Mateo

811 B St.
Diamond 4-2594
1000w 1550 kc

STARTED OPERATION March 17, 1947 with a one-program policy: "No jive, no hill-billy music, no soap operas, no singing commercials, no crime thrillers; just the world's greatest music" . . . licensed to Amphlett Publishing Co., was organized by John H. Schacht, former San Francisco and New York radio executive, who serves a general manager; J. Hart Clinton, president of *San Mateo Times*, wh is station president; and Wilton F Delmar, program director . . . i two years of operation they hav made the one-program policy pa and have established a growing and loyal audience, not only "down th peninsula" but in the Bay Area . . . studios are maintained in Sa Mateo . . . has sales staff combin San Francisco and Oakland agen cies for business as well as cater ing to town merchants . . . statio representative is W. S. Grant C

KTIM San Rafael

1117 Fifth Ave.
San Rafael 1510
1000 w-D 1510 kc

ORGANIZED at beginning of 19 and went through the usual gro ing pains . . . maintains studi in both San Rafael and Richmo . . . concentrates on local progra ming for Marin and Contra Cos counties . . . licensed to Mar Broadcasting Co. . . . controlli interest held by Roy A. Brow president, who is publisher of S

KGYW

The only station offering the 85,000 people in Vallejo a purely local radio service.

Yes, the networks serve Vallejo quite satisfactorily, but for local home-town impact on 85,000 Vallejoans—it's

KGYW

1190 KILOCYCLES
VALLEJO

BASIC RATES FOR BAY AREA STATIONS

Following are the basic (Class A time) one-time hour rates charged by San Francisco-Oakland Bay Area stations:

BASIC (CLASS A TIME) HOURLY AM RATES
(San Francisco-Oakland Bay Area Stations)

KNBC (NBC)	$480	KROW	125
KGO (ABC)	450	KLX	120
KFRC (Don Lee-MBS)	400	KWBR (24-hr. station)	120
KQW (CBS)	325	KRE	47
KSFO	250	KTIM	50
KYA	206	KSMO	90
KSAN	100	KVSM	65
KJBS	170	KGYW	50

KPIX, only Bay Area TV station thus far operating commercially, charges $250 an hour, Class A time, for facilities only. Production, talent, technical and remote pick-up charges quoted individually.

Rafael Independent . . . vice president and general manager is Hugh Turner, who also guides FM affiliate, KRCC Richmond, co-owned by Contra Coast Broadcasting Co. . . . Combined AM-FM operates as "The Voice of the Northbay" . . . with kinks ironed out KTIM, commercially speaking, is reported as "starting to see the light of day."

KVSM San Mateo

279 Baldwin Ave.
Diamond 4-2541
250 w-D 1050 kc

ORGANIZED September 1946 by group of San Mateo citizens—Hugh E. Smith, former chairman of San Mateo County Board of Supervisors, Judge Edmund Scott, and two radio engineers, Merwyn F. Planting and Gordon D. France . . . group was licensed as San Mateo County Broadcasters . . . Clifford Fox is general manager . . . servicing the peninsula area, KVSM also maintains studios in San Leandro "across the bay" having established cooperative news and special events coverage with *San Leandro News-Observer* . . . In July 1948 additional studios opened atop President Hotel in Palo Alto when a similar cooperative deal was worked out with *Palo Alto Times* . . . station concentrates on local news coverage and community special events. Donald Cooke Inc. is national representative with Gene Grant & Co. handling similar representation in California.

KWBR; KWBR-FM Oakland

327 - 21st St.
Higate 4-1212
1000w 1310 kc
10,000 w 97.3 mc

STAFFORD W. WARNER and Eugene N. Warner organized KWBR in 1920 in conjunction with first radio stores in Bay Area . . . original call letters 6XAM . . . commercial call letters KLS issued 1923 . . . power then 25 w . . . station operated on daylight schedule until 1937 when new frequency at 1310 and unlimited hours operation granted by FCC . . . 24-hour operation continuous ever since . . . also in 1937 moved to present site where station has unique studios and offices in Radio Village, 327 21st St. . . . 20,000 square feet . . . rustic structure built around scenic court . . . power increased to 1000 w day and night 1940 . . . call letters changed to KWBR in September 1945. . . . In September 1947 KWBR-FM added to broadcast activities . . . program policy employs beamed technique with block programming of broadcasts to special listening groups throughout day . . . special foreign language broadcasts nightly—Spanish, Italian, Portuguese—for large foreign groups in area . . . FM studios and transmitter located in Twin Peaks area of San Francisco . . . Station has been under same ownership since beginning . . . Stafford Warner is general manager, F. Wellington Morse station manager.

KYA

Hearst Bldg.
Douglas 2-2536
5000 w-LS; 1000 w-N 1260 kc

KNOWN as "The Sports Station" of the Bay Area, KYA has been in operation since Dec. 17, 1926 with a succession of ownerships. Hearst Radio Inc. bought properties from NBC and subsequently sold it in 1944 to Palo Alto Radio Station Inc., present licensee. Don Federson became vice president and general manager. With its sale to Dorothy Thackrey about a year later, he continued in that capacity and is also general manager of KLAC and KLAC-TV Hollywood of which she also is licensee. Dave Lundy is general sales manager of the three properties. . . . Three stations have been sold to Warner Bros. for reported $1,045,000, subject to FCC approval. . . . During those years of frequent ownership changes the station became outlets of CBS and NBC Blue, originating shows for those networks on alternate days. It was also a UBC associate station, originating many programs of the now non-existing network. . . . Currently operating with 5 kw-LS and 1 kw-N on 1260 kc, KYA studios and executive offices are in the Hearst Bldg. with transmitter at Candlestick Point. . . . Move will be made to larger quarters in Fairmont Hotel by May 1. . . . Besides sports, station specializes in community events and goes in heavy for newscasts as well as recorded musical programs. . . . National representative is Adam J. Young Jr. Inc.

KSFO
Presents
KPIX
1st in San Francisco
TELEVISION CHANNEL 5
REPRESENTED BY THE BOLLING COMPANY

ON YOUR DIAL 560
KSFO
SAN FRANCISCO'S
Baseball
Station
REPRESENTED BY THE BOLLING COMPANY